

Brand Guidelines

Hello.

This quick guide will guide you through the basic elements of our identity system and explain how we use them to build our brand. Understanding and adhering to these guidelines will be essential for maintaining a consistent, unforgettable and meaningful experience of Adjoe.

Index

01

Logo, Symbol and Wordmark

The logo	01
Spacing	02
Logo Exclusion Zone	03
The symbol	04
Symbol Exclusion Zone	05
Usage	06

02

Brand Colours

Core Colours	10
Secondary Colours	11

03

Typography

Typeface	13
Typestyles	14

01

Logo, Symbol and Wordmark

The Logo

Our logo consists of two elements; the symbol and the wordmark. The logo is an instantly recognisable element of the brand and should be represented consistently throughout all product and marketing efforts. Ensure that it always looks its best.

The logo should always try to exist with the symbol and the wordmark together. In no way should the logo be modified, distorted, or redrawn.

The Adjoe logo



The symbol

The wordmark

Spacing

The space between the symbol and the wordmark is equal to half the width of the 'o' of the wordmark (marked as x in the diagram).

The Adjo logo



The symbol

The wordmark



$\frac{1}{2} x$



x

Logo Exclusion Zone

The exclusion zone ensures the legibility and impact of the logo by isolating it from competing visual elements such as text and other graphics. Make sure you give the logo some room to breathe.

The exclusion zone is equal to 100% of the height/width of the symbol (marked as *y* in the diagram). This zone should be considered as the absolute minimum safe distance, in most cases the logo should be given even more room to breathe.



The Symbol

The Adjoe symbol is only for use in instances where our brand has already been established or as signatory mark, icon or avatar. Always use the full logo mark in any uncertainty.

Elements of the symbol are fixed and must not be modified, re-proportioned, or redrawn.

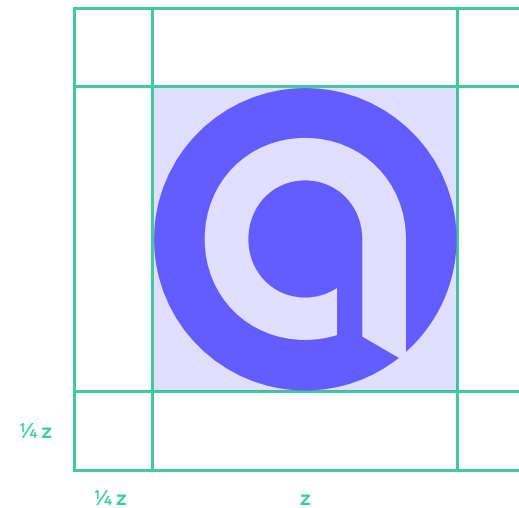
Note

While the Icon can exist without the wordmark, the wordmark should never exist without the symbol.



Symbol Exclusion Zone

The symbol's exclusion zone is at least 25% of the height/width of the symbol (marked as z in the diagram). This zone should be considered as the absolute minimum safe distance, in most cases the symbol should be given even more room to breathe.



Minimum Sizes

Scale and proportion are determined by the available space, aesthetics, function and visibility. There is no maximum size for the Adjoë logo and symbol.

In terms of the minimum size it is crucial to ensure that the impact and legibility of the logo and symbol is not compromised in application. Due to the higher resolution available in print vs. that of screen based media (300dpi vs. 72dpi respectively), we are able to reproduce the logo at a fractionally smaller size in print without any graphic deterioration.

Digital

To ensure legibility and impact, the Adjoë logo should never be reproduced smaller than 76px in any digital communication. When used alone the symbol should never be reproduced smaller than 20px.

Print

To ensure legibility and impact, the Adjoë Logo should never be reproduced smaller than 20mm in any print communication. When used alone the symbol should never be reproduced smaller than 6mm.



Print
20mm



Digital
76px



Print
6mm



Digital
20px

Logo Colour Options

The Adjoe logo is always either purple blue or white.

When placing the logo on coloured and dark backgrounds always use the white version.

When placing the logo on an image, always use the white version.

For images with a light background it is recommended to apply a 10-20% black tint to the entire image, so that the white logo is legible.

If colour is not an option for technical reasons or if the brand purple lacks contrast or competes with other visual elements, you may use the black logo option as well.



Logo Misuse

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document.

To illustrate this point, some of the more likely mistakes are shown on this page.

Please don't mess with our logo!



Do not use a stacked version of the logo.



Do not apply a gradient to the symbol or wordmark, use drop shadows or any other effects.



Do not use two different colours in the logo or any other colour that is not the brand purple blue.



Do not distort or warp the logo.



Do not outline the logo.



Do not rotate any part of the logo.



Do not change the size or position of the symbol and wordmark.



Do not re-create using any other typeface.



Do not manipulate or draw your own symbol.



Do not remove the circle from the symbol.



Do not crop photos or patterns through the Logo.



Do not use the wordmark without the symbol.

02

Brand Colours

Core Colours

The purple blue is the core color of Adjoe.

Use these colour proportions in any layout or collateral design.

Text should always be set in black, white or purple blue. Make sure to have enough contrast when using text on coloured backgrounds.

Purple Blue

HEX 635DFF
RGB 99 - 93 - 255
CMYK 73 - 68 - 0 - 0

Dark Purple Blue

HEX 635DFF
RGB 99 - 93 - 255
CMYK 88 - 79 - 0 - 0

Ice

HEX F5F8FF
RGB 245 - 248 - 255
CMYK 5 - 2 - 0 - 0

White

HEX FFFFFFFF
RGB 255 - 255 - 255
CMYK 0 - 0 - 0 - 0

Black

HEX 000000
RGB 0 - 0 - 0
CMYK 100 - 80 - 40 - 90

Secondary Colours

Our secondary colours should be used sparingly for variety and emphasis. Don't overuse the secondary colours to preserve the meaning and power of the primary colours.

Purple

HEX A064FA
RGB 160 - 100 - 205
CMYK 45 - 71 - 0 - 0

Green

HEX 3FCB9B
RGB 63 - 203 - 155
CMYK 56 - 0 - 56 - 0

Dark Blue

HEX 18244F
RGB 24 - 36 - 79
CMYK 100 - 71 - 0 - 66

03

Typography

Typeface

Our brand typeface Hellix is welcoming while remaining structural and easy to set.

We use 3 weights: Hellix Bold, Hellix Semibold and Hellix Regular.

Meet our typeface: Hellix

**Hellix
Bold**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

**Hellix
Semibold**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

**Hellix
Regular**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Typestyles

Headlines

Headlines should be always set in Hellix Bold. When using Hellix to create headings on printed collateral, always set the tracking to -10, with leading equal to the font size (pt) and set in sentence case. Do not set in all-caps or all-lowercase.

When using Hellix to typeset headings on the web, set the letterspacing to -0.2px for smaller headlines, to -0.5px for medium headlines and to -1px for larger headlines. Leading is equal to the font size (px).

Body copy

Typeset all text and paragraph text in Hellix Regular. When using Hellix to set text on printed collateral, always set the tracking to -10 and set in title case or sentence case. Do not set in all-caps or all-lowercase. Leading is equal to the font size (pt) x 1.4 (if you land on a decimal point, round up to the nearest whole number).

When using Hellix to typeset text on the web, set the letterspacing to -0.1px.

Use **Semibold** and **Bold** for sub-headlines, hero-paragraphs, highlights and links.

Suntore idus non rem custecus audia

Headline Example: Hellix Bold 56/56/-10

Hentorro et quam is

Subtitle Example: Hellix Semibold 24/24/-10

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Pellentesque elit eget gravida cum sociis natoque penatibus. Sit amet purus gravida quis blandit turpis cursus in hac. Donec pretium vulputate sapien nec sagittis aliquam malesuada.

Body Example: Hellix Regular 14/20/-10

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Pellentesque elit eget gravida cum sociis natoque penatibus. Sit amet purus gravida quis blandit turpis cursus in hac. Donec pretium vulputate sapien nec sagittis aliquam malesuada.

Body Example: Hellix Regular 10/14/-10

@ adjoe