

BRAND GUIDELINES



www.andea.com

Logo Usage

The Andea logo consists of the word "Andea" in a bold, sans-serif typeface. The letter "A" is dark grey, and the letter "n" is blue. The remaining letters "d", "e", "a" are dark grey.

Andea's Logo is a treasured piece of corporate branding and should be treated with respect when paired with other elements in a design environment. It should be easy to spot, easy to read, and recognizable to the viewer. For this reason, it is important to maintain spatial and sizing rules when using the logo.

A monogram version of the Andea logo, featuring the letters "An" in the same dark grey and blue color scheme as the full logo.

Logo Clear Space



Outside elements should maintain a reasonable distance from the perimeter of the logo. Marginal spacing is defined by the height of the letter "a" from the logotype.

Logo Usage

Basic Logo



The basic logo should be used only on white backgrounds. Avoid using full-color logos on photographs unless the logo sits on a white area of the image or is placed on a white-colored background with opacity. Remember about the clear space.

White Logo



The white logo should be used on dark backgrounds. You can also use it on pictures but it must lay on a background with opacity, colored in white/black/Andea's blue.

EXAMPLES OF USAGE



Logo Restrictions

Poor brand handling can result in an entirely different and undesired user perception. To ensure that the brand's integrity is maintained, it is important to avoid altering, angling, coloring and obstructing the logo at all times.

Do not use different colors

Andea

Do not distort the logo

Andea

Do not crop the logo

Andea

Do not change transparency of the logo

Andea

Do not use drop shadows or any other effects

Andea

Do not outline the logotype

Andea

Do not alter letter spacing of the logo

Andea

Do not use the logo over distracting background

Andea

Do not change the orientation of the logo

Andea

Do not use the logo as a mask

Andea

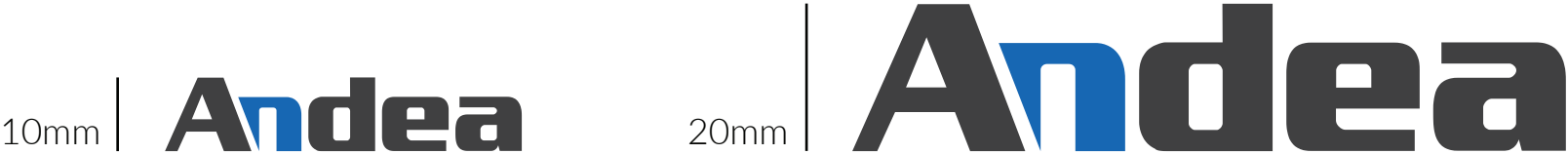
www.andea.com

Logo Usage

Minimum logo sizes - printed materials

Full Logo

Minimum Size: w: 48,3915mm h: 10mm



Exception: (pens)

Minimum Size: w: 24,1958mm h: 5mm



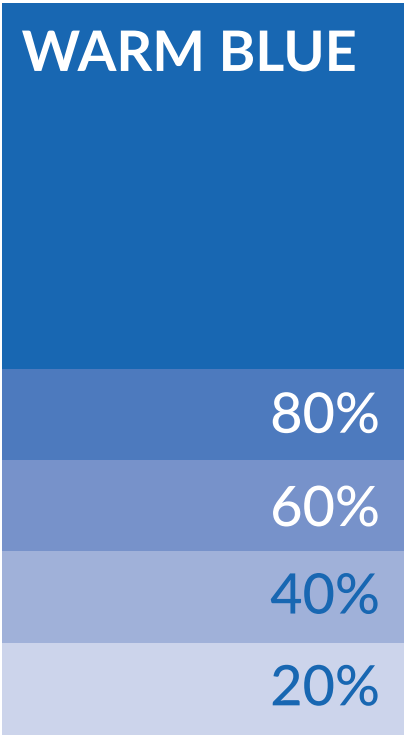
Logo Symbol

Minimum Size: w: 18,5542mm h: 10mm

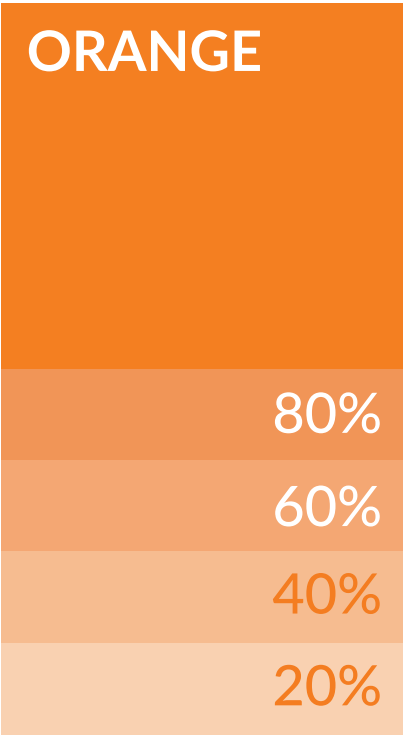


Color System

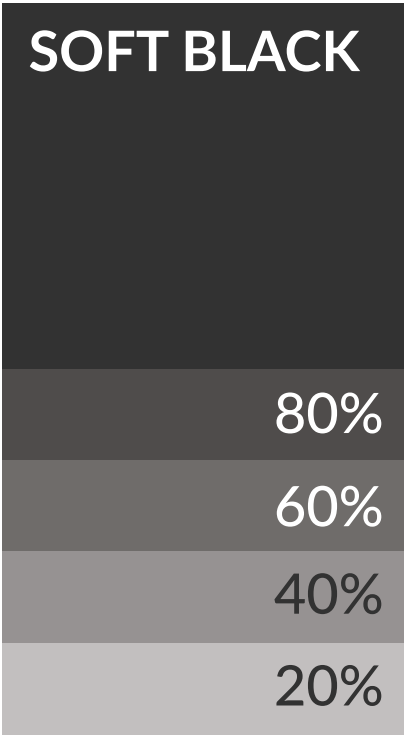
TINTS



PANTONE	300 C
CMYK	C 92 M 62 Y 0 K 0
RGB	R 9 G 101 B 177
#	0165B1



716 C
C 0 M 63 Y 100 K 0
R 245 G 125 B 0
F57C00



Black 7 C
C 69 M 63 Y 62 K 58
R 51 G 51 B 51
333333