# AntWorks

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BRAND GUIDELINES

# IN A NUTSHELL

AntWorks creates transformational, simple-to-use technology
that defines the future of human and AI workforce.

Powered by Artificial Intelligence, our flagship product, CMR+,
is revolutionary and cutting edge in its ability to read, understand
and organise data from documents, just like humans do.

Our other data automation solutions backed by proprietary technology,
industry agnostic, and highly configurable to meet the specific needs
of customers and partners to enable them for the ultimate business
transformation journey.

AntWorks is headquarted in Singapore with presence across
North America, Europe and Asia.

The updated logo features:

- New abstract ant-inspired icon encased in a round capsule
- Enlarged 'A' and 'W' corresponding to the capital letters in our brand name AntWorks
- A more vibrant orange to give the brand a more elevated fresh and modern look

# LOGO



## Using our logo

- Use logo as it is and do not alter it in any way
- Do not tamper with the scale, colour and components within the logo
- Use the full colour logo on light, plain backgrounds
- An inverted white version could be used for single colour print exceptions or dark backgrounds, soley on a case to case basis, to be determined by the branding team

## Exclusion Zone

The logo and the icon's exclusion zone is equal to half the height of the icon (marked as x in the diagram)

All logo usage within and outside of organisation will require prior written sign off from Marketing.

# ICON



## Using the Icon

- To be used for social media and digital channels and merchandise by the marketing team only

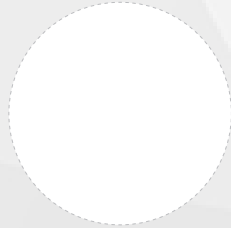- Not to be used on its own for any other purposes


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# BRAND COLOURS

## AntWorks Orange

Pantone 151 CP
**C**0 **M**58 **Y**94 **K**0
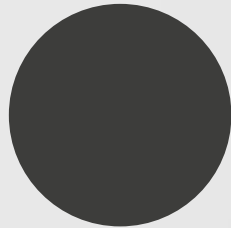**R**255 **G**131 **B**0
#FF8300

## White

**C**0 **M**0 **Y**0 **K**0
**R**255 **G**255 **B**255
#FFFFFF

## Light Grey

**C**18 **M**12 **Y**14 **K**0
**R**217 **G**217 **B**217
#DADADA

## Dark Grey

**C**65 **M**56 **Y**56 **K**60
**R**61 **G**61 **B**59
#3d3d3b

### Using our colours

The AntWorks orange is to be used sparingly only to highlight design elements and bring attention to very selected key information.

Neutral colours should be used most of the time in backgrounds and text to optimise readibility and clarity.

## Secondary Orange

FOR MARKETING USE ONLY

## Blue

FOR MARKETING USE ONLY

# PRODUCT NAMES AND LOGOS

All our products must be referred to as their official names, spelled and typed out in their standard conventions, no matter where they are used.

CMR+

AntWorks RPA

Do not create or use any variations or acronyms of the standardised product names anywhere.

**If you see any violations, please report them to the Marketing department immediately.**

# CMR+

# AntWorksRPA

# CORPORATE FONTS

## Lato

Light

Regular

**Semibold**

**Bold**

## ROBOTO SLAB

Light

Regular

**Bold**

### Master font
AntWorks uses the entire Lato Family of typefaces as its default body copy font across the website, collaterals and documents. Only Lato Family fonts shall be used for written documents for practicality and simplicity.

### Secondary font
Roboto Slab is used as a secondary font sometimes in headings for the website, graphics and other collaterals. Its sole purpose is to create differentiation from the main Lato font and bring attention to certain information that requires highlighting.

**When in doubt, always use Lato as the default font.**

# CO-BRANDING



Logos across co-branded assets should have equal prominence and divided by a vertical line.

No two logos are the same, so balance should be done visually rather than by specific dimensions. See example above for guidance.