



LOGO USAGE
AND CO-BRANDING GUIDELINES

LOGO



Company Logo

The AntWorks logo is complete only when it includes the typeface and the icon. These components should not be omitted in any form.



Product Logo

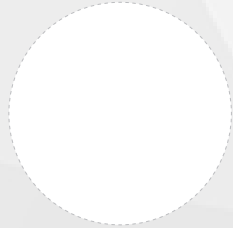
Similarly, the CMR+ logo is complete only when it includes the typeface and the symbol. These components should not be omitted in any form.

LOGO COLOURS



AntWorks Orange

Pantone 151 CP
C0 M58 Y94 K0
R255 G131 B0
#FF8300



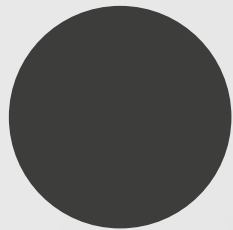
White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



Burnt Orange

C0 M58 Y94 K0
R255 G131 B0
#FF6000



Dark Grey

C65 M56 Y56 K60
R61 G61 B59
#3d3d3b

AntWorks' primary logo colour is AntWorks Orange. We also have a darker shade of orange in the gradient of the icon which should not be used in anywhere else on the logo.

We also have a white version that can be used on dark backgrounds.

LOGO

The logo can be used on a white, black or contextually coloured background, as long as there is a good contrast ratio. Anything less may compromise visibility and is not recommended. Here are examples to give you an idea of where the use of the full colour and flat white logo would be apt.



LOGO RULES

Clear space



Here, we measure the clear space as equivalent to the width and height of the 'N' from the typeface.

Minimum size

1.0 inch
96 pixels



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.

It is essential to provide a minimum amount of clear space for the logo, in order to maintain optimal visibility and separation from surrounding content. It is important to ensure there are no elements entering the clear space.

The AntWorks logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness.

The smallest size for the logo from the outer edges of the boxes on each side is 1 inch for print, 96px for digital.

CO-BRANDING

Preferred - Side-by-side placement



Stacked placement



PLACEMENT SAMPLES



 

Lorem ipsum dolor sit amet,
consectetur adipiscing elit

[Click Here](#)

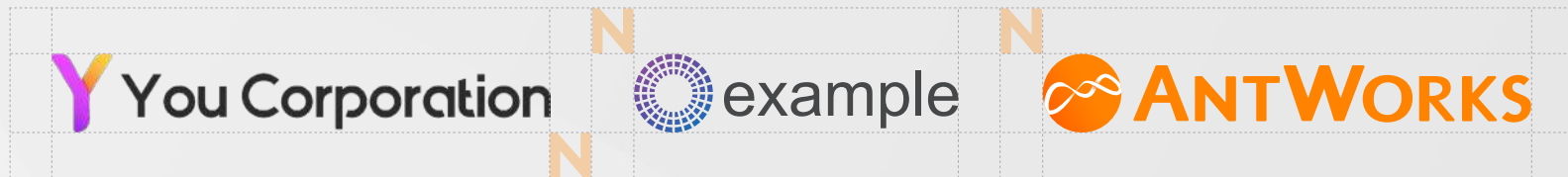
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CO - B R A N D I N G

Preferred - Side-by-side placement



Stacked placement



PLACEMENT SAMPLES

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Lorem ipsum
dolor sit amet,
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