



ASSET
ACCOUNTANT

BRAND GUIDELINES



DESIGNED FOR Zappz

DESIGNED BY Red Hat Media Group

May 2017

ASSET ACCOUNTANT

FULL LOGO



REVERSE VERSION



COLOUR BREAKDOWN

PRIMARY COLOUR BLUE

Colour Codes

CMYK : C080 M035 Y005 K000
 Pantone : Process Blue C
 RGB : R030 G138 B194
 Web : #1e8ac2

SECONDARY COLOUR COOL GREY

Color Codes

CMYK : C003 M002 Y000 K048
 Pantone : Cool Gray 8 C
 RGB : R129 G130 B133
 Web : #818285

FAVICON



Favicon is to be used as shown with the blue Asset Accountant graphic on a white background. This is the only time the Asset Accountant graphic can be used without the 'Asset Accountant' wording as part of the full logo.

THE SECONDARY COLOR SYSTEM

Colour 1



CMYK : C069 M063 Y062 K058

Colour 2



CMYK : C100 M000 Y000 K000

corporate typography

The principal typeface for use in all office, stationary, digital and online communications is PT Sans which is available in Regular, *Italic*, **Bold** and *Bold Italic*.

PT SANS REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Color Codes

CMYK : C069 M063 Y062 K058

Pantone : BLACK C

RGB : R051 G051 B051

Web : #333333

PT SANS BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Colour Codes

CMYK : C080 M035 Y005 K000

Pantone : Process Blue C

RGB : R030 G138 B194

Web : #1e8ac2

corporate typography

The principal typeface for use in all of Titles and Sublines is Conthrax which is available in Semi-Bold

CONTHRAX

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Color Codes

CMYK : C069 M063 Y062 K058

Pantone : BLACK C

RGB : R051 G051 B051

Web : #333333

conthrax

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Colour Codes

CMYK : C080 M035 Y005 K000

Pantone : Process Blue C

RGB : R030 G138 B194

Web : #1e8ac2

TEXT HIERARCHY

CONTEXT TEXT
AND INNER
HEADLINES

Captions

-

PT Sans Italic

Copy text

-

PT Sans Regular

10 pt Type / 11 pt Leading

HEADLINES

-

PT Sans Bold

11 pt Type / 13 pt Leading

HEADLINES
AND TYPO
BREAKS

SUBLINE

-

Conthrax Semi-Bold

21 pt Type / 21 pt Leading / 200 Tracking

TITLE

-

Conthrax Semi-Bold

40 pt Type / 44 pt Leading / 100 tracking