

Brand Guidelines

2022



Color usage

Our logo is available in our two color schemes – Appinio Black and White. The black logo works best on light backgrounds, while the white logo should be used on dark backgrounds for maximum contrast.

Color usage



Clearspace

Clearspace around the logo is equal to the x-height of the Appinio “o”.

Clearspace map



Placement

The logo should be placed at the bottom left of documents, presentations and social media posts unless placement is not possible due to design. We prefer not to use the logo centred, if possible.

Documentes



Social Posts



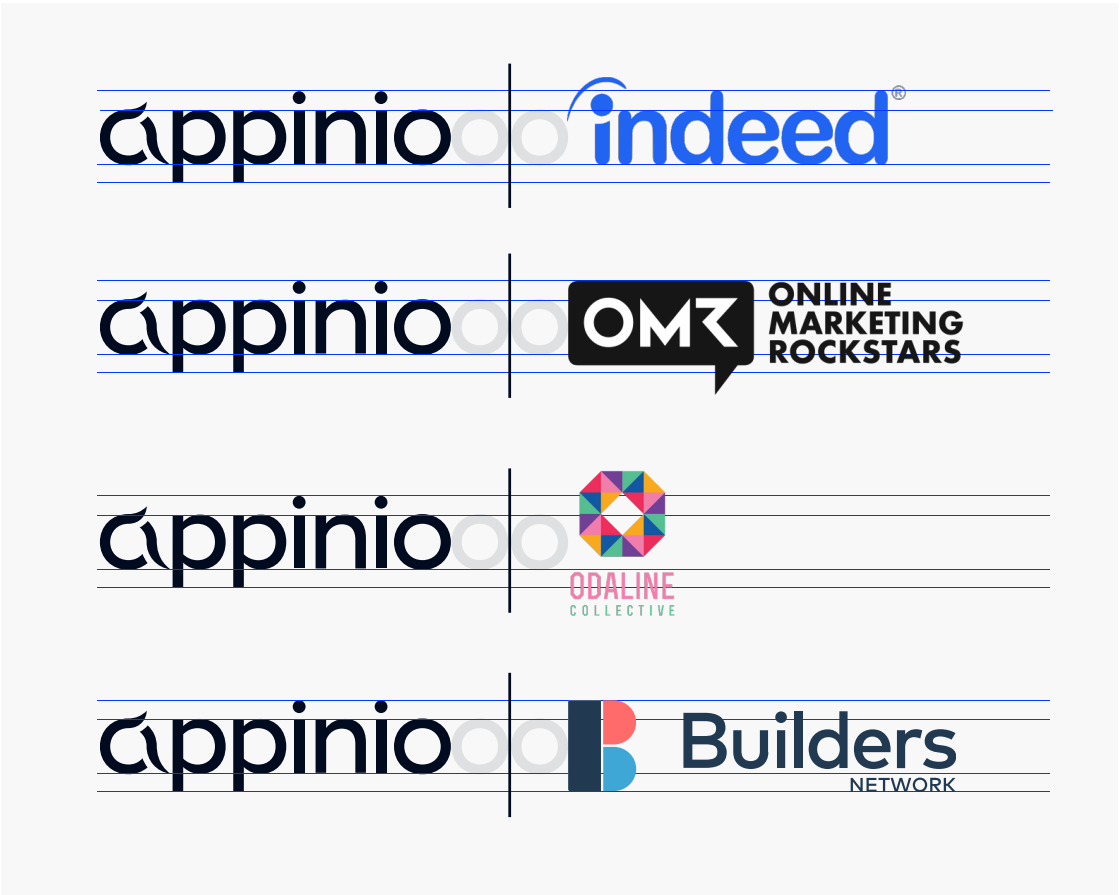
Presentations



Partnerships & collabs

Keep these parameters in mind if you want to place the Logo within the context of a partnership or collaboration. The Appinio logo is placed alongside the partner’s logo, with two of the Appinio “o” in between.

Partnerships



Collaborations



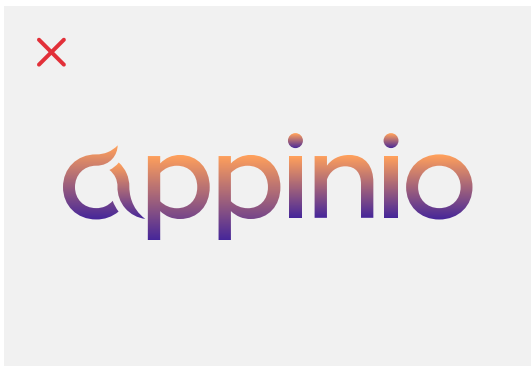
Logo crimes

To maintain the integrity of the Appinio logo and to promote the consistency of the brand, please do not misuse it. Here are some logo crimes.

Guidance



Don't underline the logo



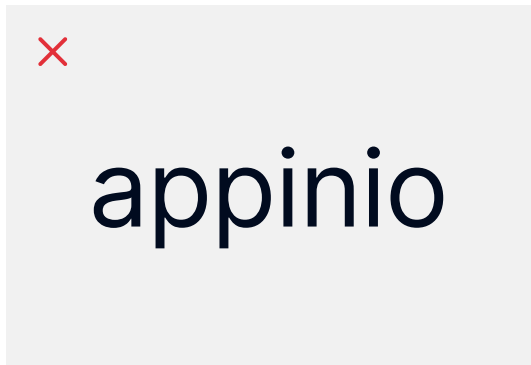
Don't use any other color except those provided



Don't add graphic elements to the logo



Don't tilt or rotate the logo in any way



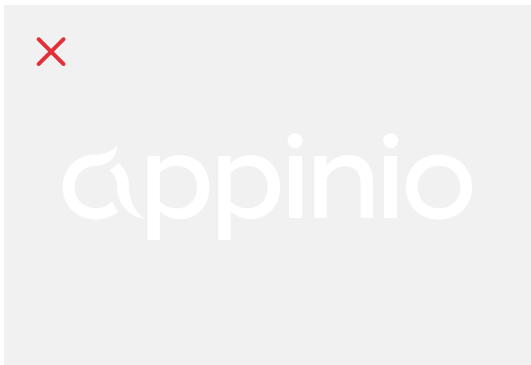
Don't write out the logo in a different font



Don't modify or distort the logo



Don't outline the logo

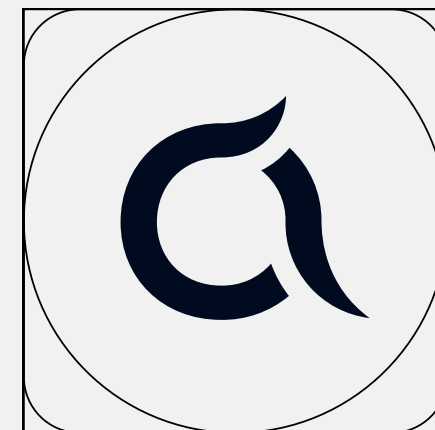
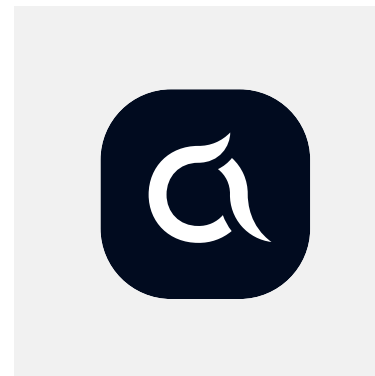
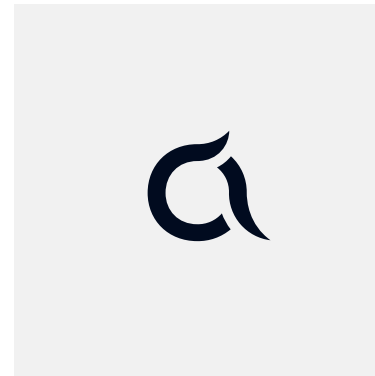


Don't put the logo on a background without enough contrast

Monogram

Our monogram uses the Appinio “a” from the Appinio wordmark. The monogram can be use in Appinio black or white depending on the background.

Monogram



Monogram construction

When placed on backgrounds, the Appinio Monogram should be consciously placed off center to maintain a well balanced look.

Construction and placement

