

AMBER



IDENTITY GUIDELINES

2.1 LOGO CONSTRUCTION

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and the company name, with custom designed letters that represent continous evolution, dynamism and creativity.

Full logo construction with clear space. The clear space is one X (the measure unit that represents the height of the logotype letters).

	X		X
X		AMBER	
	X		X

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2.2 DON'T DO THIS

Some common sense rules about keeping our identity intact.
Never modify the logotype shape, color and letter spacing.

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Don't use other colors

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Don't distort the shape

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Don't distort the shape

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Don't use outline

A M B E R

Don't change the kerning

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Don't apply effects to the logo

2.3 LOGO VERSIONS

The dark version of the logo will be used only when the background is white.

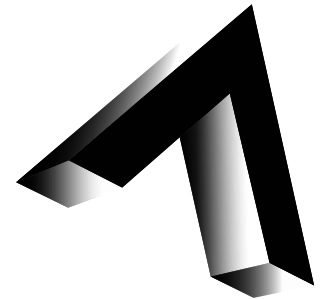
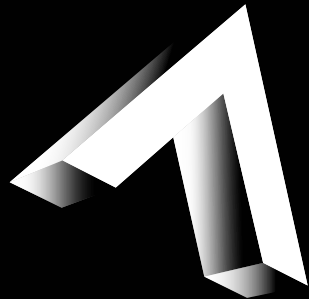
The light version will be used when the background is dark or colored.



3.1 AVATAR

The avatar consists of a powerful element depicted from the logotype. As an icon, the A is modified from the original letter, with a 3D shape, a perspective view from below and slightly leaned towards right.

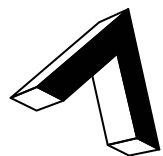
The avatar is used separately from the logotype, as a secondary element in the brand identity.



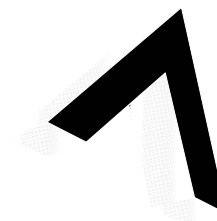
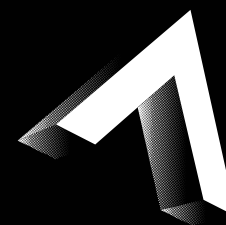
3.2 AVATAR



3.3 AVATAR - WIREFRAME



3.4 AVATAR - MONOCHROME HALFTONE



3.5 AVATAR - CLEAR SPACE

The clear space is represented by the height and the width of the icon itself.

