

# Brand Guidelines

International people management tool in performance and engagement.

# Introduction

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This document contains rules and focus of the Applado brand.  
You will find the guidelines for visual communication so all visual products of Applado are represented in consistency.  
This includes all of the elements you may need.

Logo usage, color usage, typography, icons and visual examples.  
Good luck!

Last updated, May 11 2020

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# Brand Focus

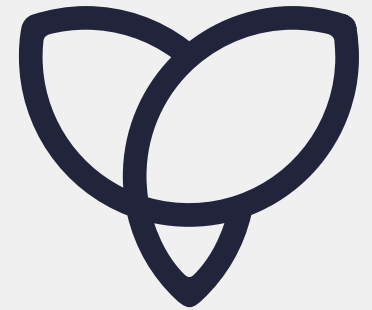


# Mark Origins

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Old mark

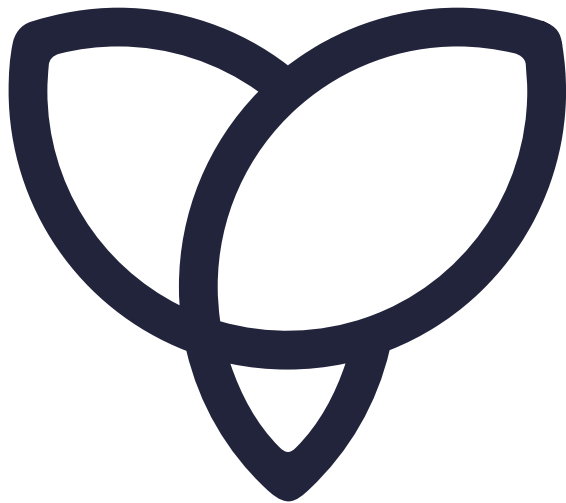


New mark

LOGO

# Mark Meaning

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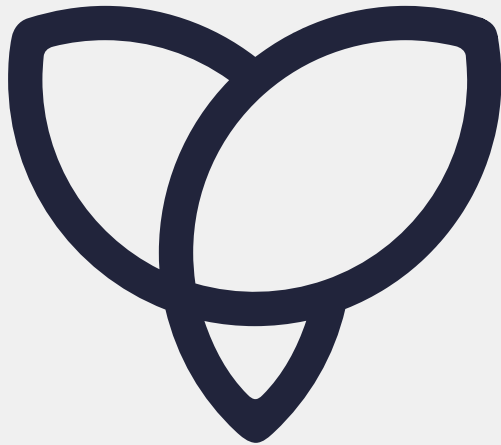


- Symbol for growth (plant)
- Connection (employee, manager and customer)
- Circular proces and engagement (three circles)
- Symbol for balance and disbalance at the same time

LOGO

## Logo Mark

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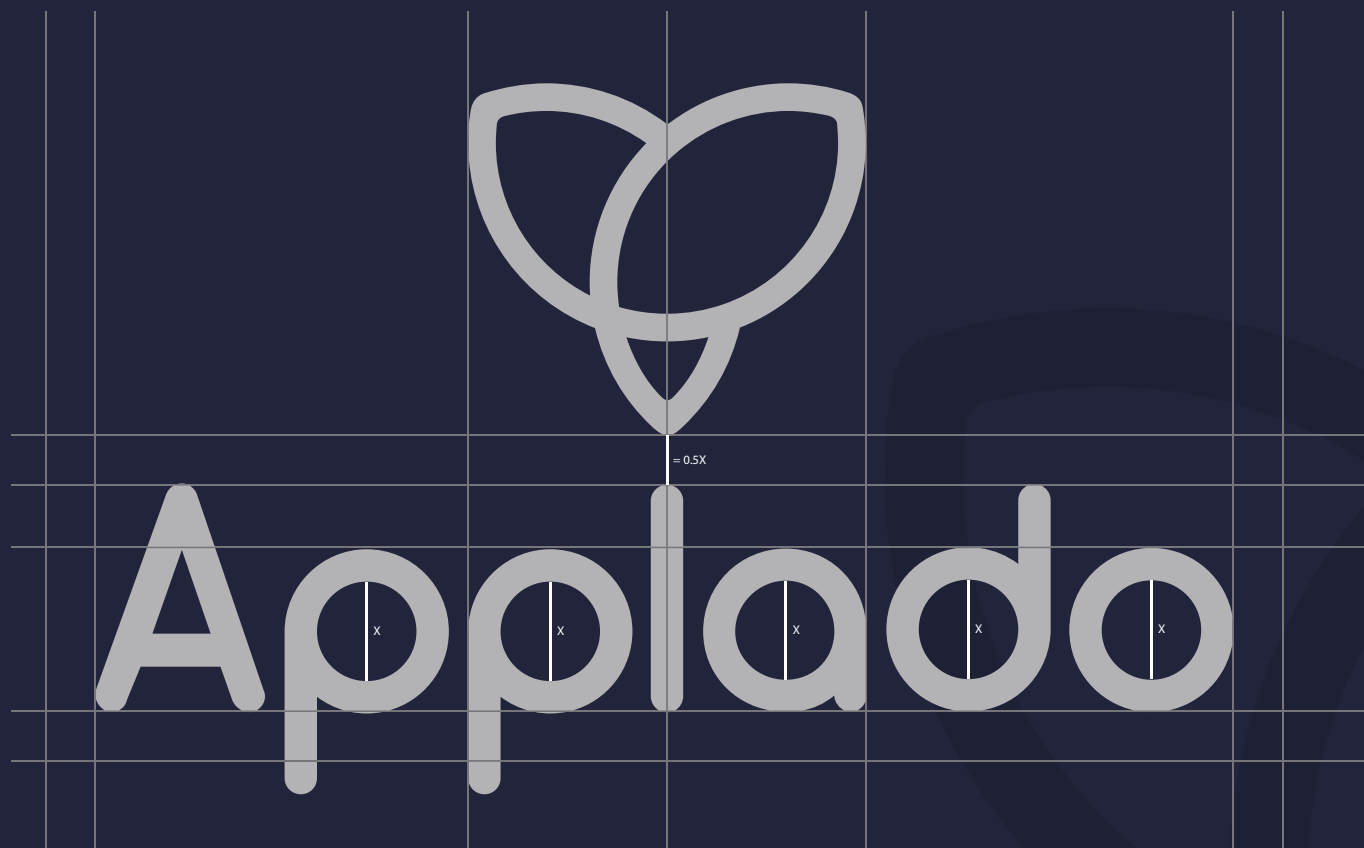
Light background



Dark background

# Vertical Logo Construction

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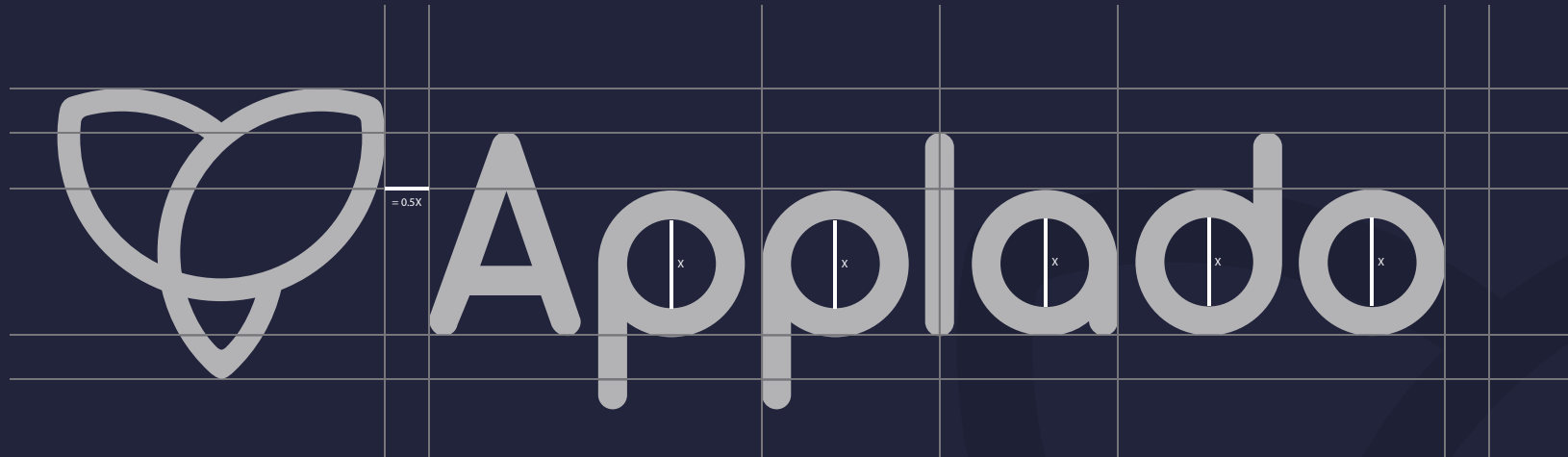


# Vertical Logo Safe Zone



# Horizontal Logo Construction

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# Horizontal Logo Safe Zone

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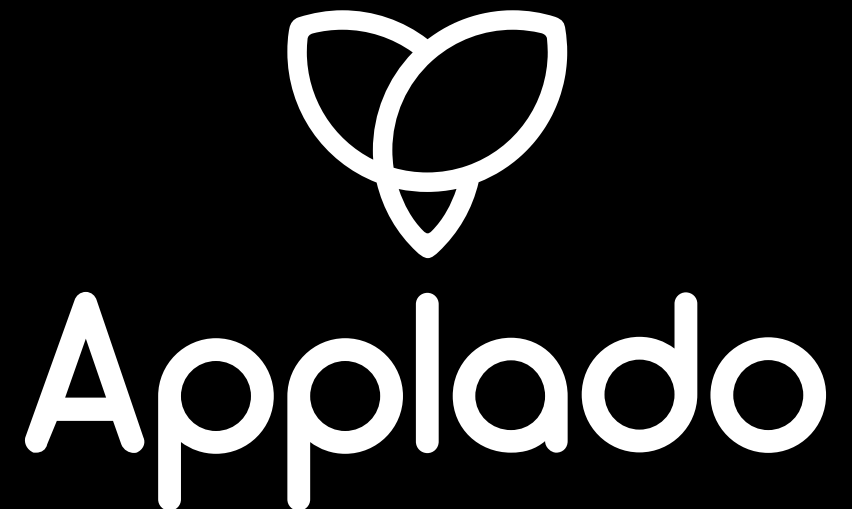
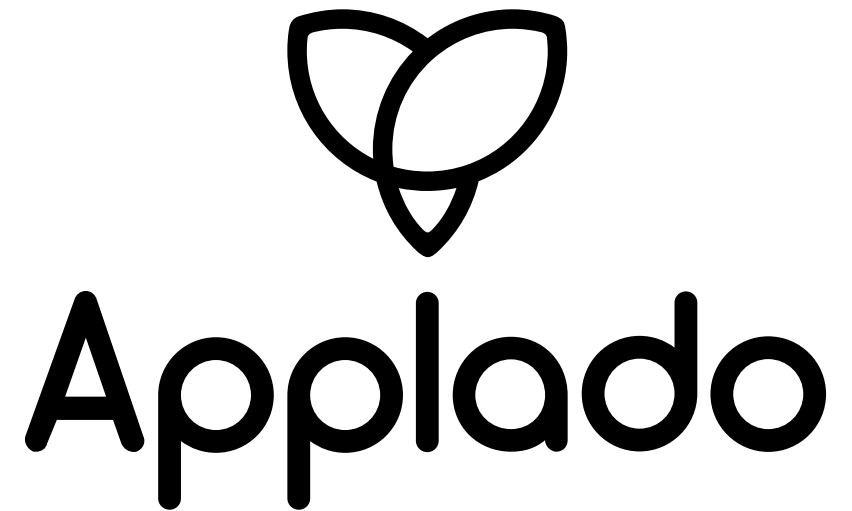
## LOGO

### Mono Color Logo

Sometimes, when only one ink color is available due to costs or production capability the logo must be used in the following color combination.

Use black on white or white on black.

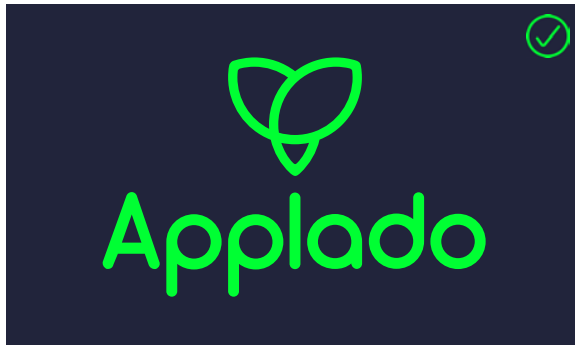
Don't use any type of grey.



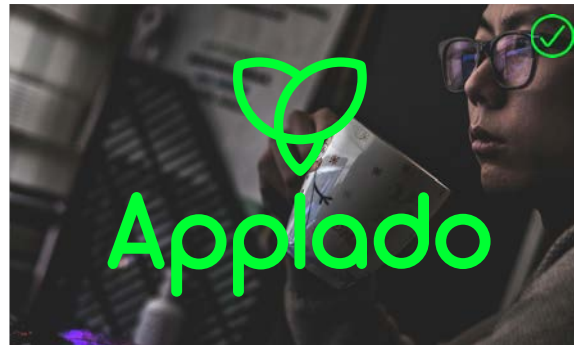
# Correct Logo Usage

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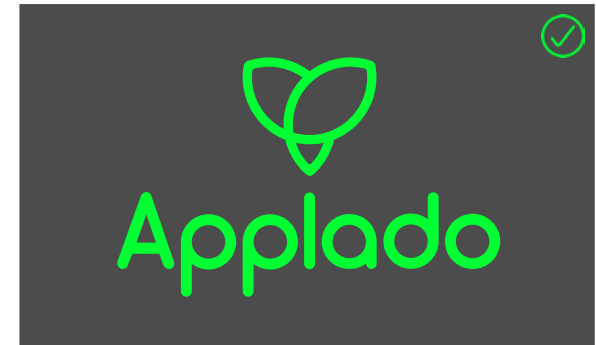
Primary use



Dark image background



Dark color background



Secondary use



Light image background



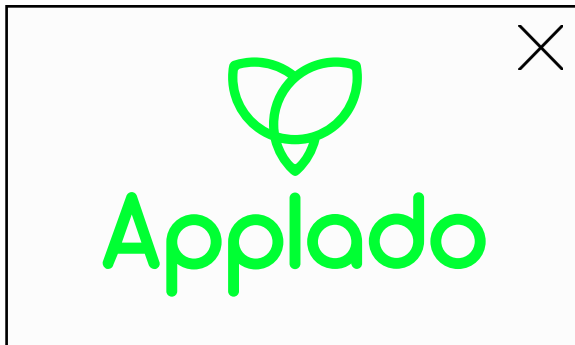
Light color background



# Incorrect Logo Usage

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White background



Light image background



Light color background



Black background



Dark image background



Outlined logo



LOGO

# Thumbnail Mark

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1024



512



192



114



72



57



48



29



24



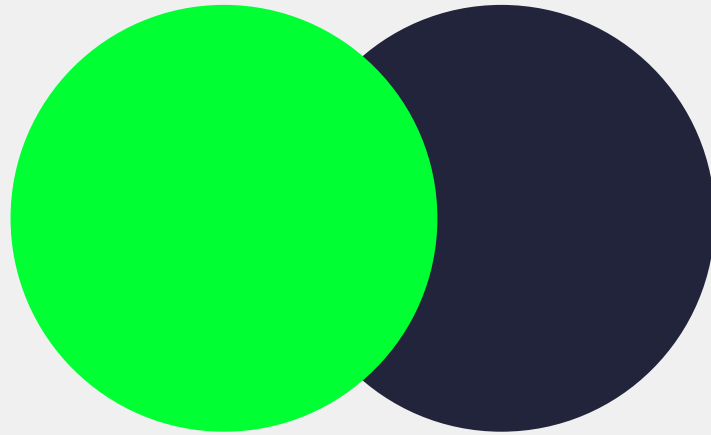
256

COLOR

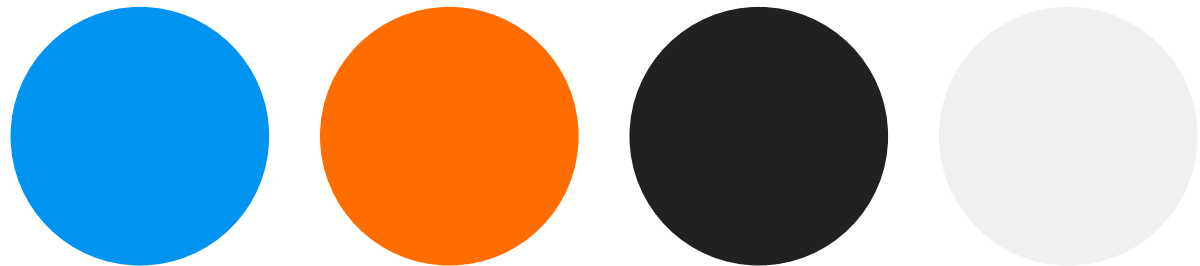
# Color Pallete

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Primary:



Secondary:





# Color codes

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## Primary colors:

**Bottom of the ocean blue**

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**CMYK:**  
C: 93  
M: 83  
Y: 45  
K: 56

**RGB:**  
R: 33  
G: 36  
B: 59

**# 21243B**

**Applado green**

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**CMYK:**  
C: 64  
M: 0  
Y: 100  
K: 0

**RGB:**  
R: 0  
G: 255  
B: 51

**# 00FF33**

## Secondary colors:

**Social blue**

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**CMYK:**  
C: 75  
M: 36  
Y: 0  
K: 0

**RGB:**  
R: 0  
G: 147  
B: 242

**# 0093F2**

**Carrot orange**

---

**CMYK:**  
C: 0  
M: 68  
Y: 94  
K: 0

**RGB:**  
R: 255  
G: 108  
B: 0

**# FF6C00**

**Coal black**

---

**CMYK:**  
C: 74  
M: 65  
Y: 60  
K: 75

**RGB:**  
R: 33  
G: 33  
B: 33

**# 212121**

**Coin Grey**

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**CMYK:**  
C: 7  
M: 5  
Y: 6  
K: 0

**RGB:**  
R: 240  
G: 240  
B: 240

**# F0F0F0**

# Fonts

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A b

- Titles

**Quicksand Bold**

---

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

0123456789  
!@#\$%^&\*?/)

A b

- Subtitles  
- Text

**Open Sans Semibold**

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AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

0123456789  
!@#\$%^&\*?/)

# Typography Hierarchie

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**Strong people**

H1 | Quicksand Bold | size 60

**Keep talking**

H2 | Open Sans Bold | size 45

**Make conversation**

H3 | Open Sans Semibold | size 30

*Know what's going on*

H4 | Open Semibold Italic | size 24

# Typography Hierarchie

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## KNOW WHAT'S GOING ON

H5 | Quicksand Bold | size 20 | Uppercase

### *Know what's going on*

H6 | Open Sans Bold Italic | size 16

## Body text option 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique maximus odio at tempor. Integer id lectus non nibh dapibus semper eu a mi. Morbi imperdiet velit vel nunc porta, sit amet semper lacus venenatis. Quisque lacinia aliquam commodo. Suspendisse euismod porttitor ligula, ac venenatis mi rhoncus et. Donec vitae imperdiet neque, sit amet consectetur sapien. Aenean ornare quam enim, sit amet vehicula lacus ultrices quis.

P | Open Sans Semibold | size 12 | #70737D

## Body text option 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique maximus odio at tempor. Integer id lectus non nibh dapibus semper eu a mi. Morbi imperdiet velit vel nunc porta, sit amet semper lacus venenatis. Quisque lacinia aliquam commodo. Suspendisse euismod porttitor ligula, ac venenatis mi rhoncus et. Donec vitae imperdiet neque, sit amet consectetur sapien. Aenean ornare quam enim, sit amet vehicula lacus ultrices quis. Ut id velit leo.

P | Open Sans Semibold | size 10 | #212121

# Image rules

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## *Image rules*

Images we use need to have meet the following

- Include people when possible, by preference more than one.
- The people don't look into the camera.
- The pictures are taken in a working environment.
- People in the pictures don't look angry or sad.
- Be aware of images that look to much like stock images.



## ICONS

# Icon Rules

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- The icons used by Applado are from the Streamline icon pack.
- Only the "regular" version is used.
- The icons can be used in the colors shown on the right side of this page.



# Business Card

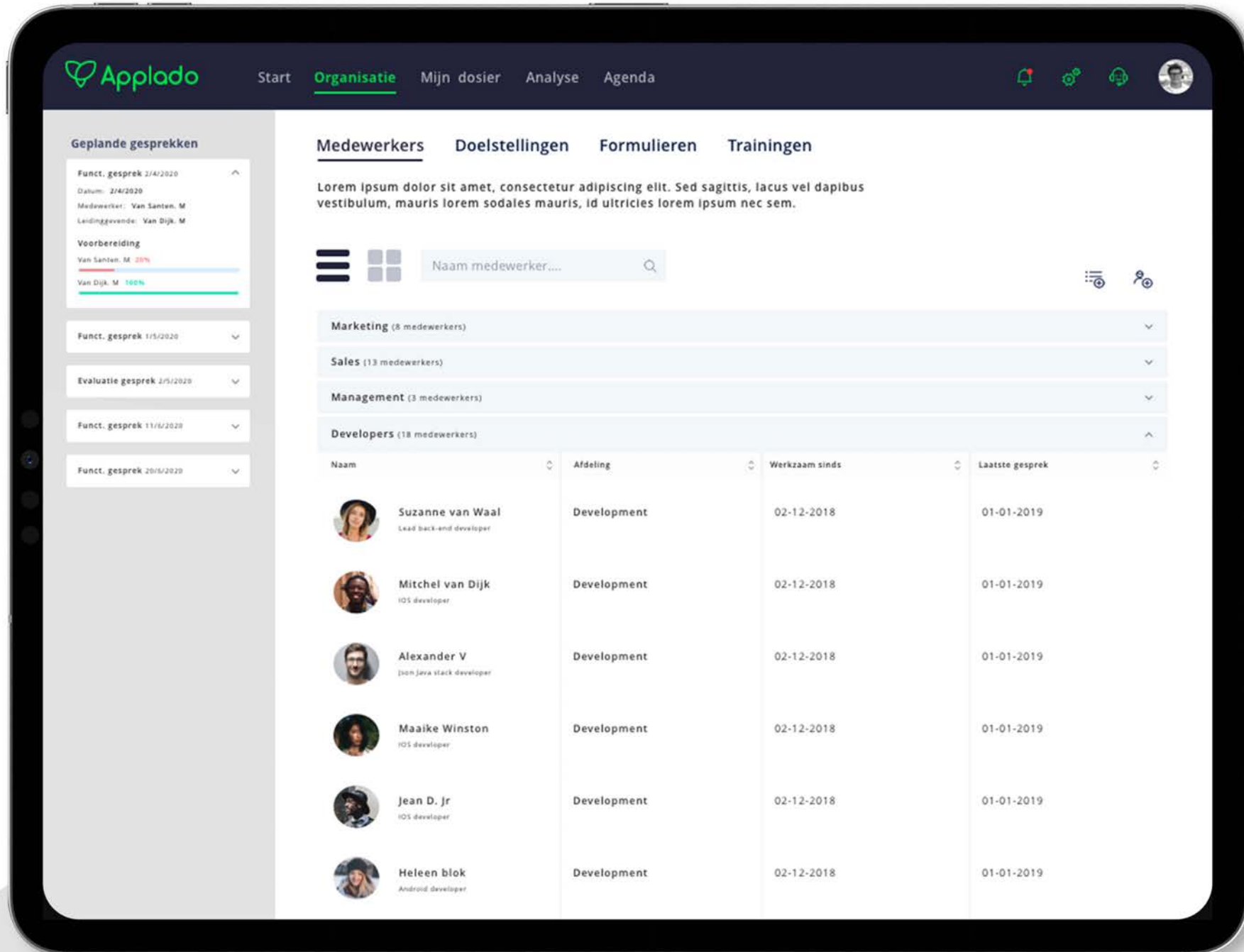
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# BRAND APPLICATION









**Applado** ✓

@applado

Home

Posts

Videos

Photos

About

Likes

Create a Page



👍 Liked ▾ 📡 Following ▾ ➦ Share ⋮

Send Message



**Anthony Boyd Graphics**

16 hrs · 🌐

A good conversation makes the best connection.



👍 Like 💬 Comment

👍 Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

Artist



Invite friends to like this Page

The digital conversation tool to grow with your employees.



20,803 people like this and 20,779 people follow this

About

See All



twitter.com/anthonyjboydii



Artist