

Appery.io
Identity Guidelines

appery.io™

Introduction

Every organization has a specific public identity—an identity partly formed by the look of its logo. Each element of communication contributes to the overall impression people have of the organization and a clear and consistent identity helps build and maintain a strong reputation.

The purpose of this manual is to explain the Appery.io identity and to define its graphic design standards.

These guidelines have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent and cohesive identity for Appery.io.

Table of Contents

The Logotype	4
Safety Area	5
Incorrect Use	6
Colors	7
Typography	8

The Logotype

The Appery.io logotype is developed out of a geometric sans-serif typeface and consists of two colors.



appery.io™



appery.io™

Safety Area

A safety area around the logotype will ensure visibility and impact. As illustrated, the minimum safety zone measures the height of half the height of the a (X). Use the safety area zone between the symbol and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logotype.



X = half the height of the a

Incorrect Use

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to the communications and should never be compromised. Always reproduce the logo from original artwork.

Protect the integrity of the Appery.io identity by being aware of the improper logo usage illustrated here. If questions about usage arise please contact the Marketing Department.



Do not alter the colors



Do not distort



Do not truncate



Do not alter the text



Do not make transparent



Do not semi-overlap other elements

Colors

The use of color is an important aspect of the Appery.io logo

Specific color formats should be used as follows:

RGB: anything for online usage or that will be viewed on screen (email, pdfs, powerpoint, apps etc.)

PMS: The first choice for anything printed (business cards etc.). The nature of this green is very bright and will translate best in PMS colors

CMYK: Back-up choice for anything printed.

Black and grey logos should be used as follows:

Black: Use when logo must be one color / no color (for example in a newspaper)

Grey logo: Use in cases where no green is wanted (for example if a more muted logo is required)



PMS 802 / HEX #12E211



PMS 429 / HEX #BBBDC0

Online Typography

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of Appery.io

Open Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$¢%!?(*)

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$¢%!?(*)

Open Sans Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$¢%!?(*)

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;'\$¢%!?(*)

appery.io™