



ANGROS CREATIONS | BRAND BOOK



About	03
Vision & Mission	04
Core Values	05
Brand Archtype	07
Company Logo	09
Logo Variations	11
Logo Misuse	14
Logo Applications	15
Brand Colors	17
Typography	23
Social Media Presence	27

About

Angros Creations is a business agency that provides high quality web development, video production, photography and graphic design services to help companies market their brand across the web.

It also aims to inspire people through the creativity and innovation of our projects.

Brand Guide

It is important to follow the rules stated in this brand guide to retain the look and feel of this brand over the different locations and media platforms.



ANGROS CREATIONS

VISION

To inspire other creatives through our work while still providing high end creative services to our clients.

MISSION

Provide leading edge premier services with outstanding results in order to inspire and promote any brand.

Core Values

Company values matter. Every successful company has a set of company values to assist their employees in achieving their goals as well as the company's. They are the essence of the company's identity and summarises the purpose of their existence. Company values are a guide on how the company should run and they are normally integrated in the company's mission statement. Companies should try to establish their company values as a team instead of just the leader or management. By doing so, everyone in the company would feel belong and they would feel needed and not neglected.

Quality

Premiere services with
outstanding results

Trust

Being reliable means
being trustworthy

Teamwork

Not many battles can
be won alone

Integrity

A leader without integrity
is no leader at all

Passion

Committed in heart and
mind

Innovation

Shape the future with
your work

Brand Archetype

The brand archetype is the character of a brand: a live representation that is created taking into consideration all the nuances of the target audience and the brand's concept. A character that the audience can relate to. Once the archetype is defined, you will know how people will see, and comprehend the brand. You will know what the brand will sound, look, and behave in certain situations. You will understand its values, and views on life. Knowing an archetype allows you to create a full-fledge personality, and structure further brand strategy.

The Creator

The Creator are nonconformists, driven by a desire for the self-expression. They have their own vision, and try to create something truly unique. With their project, they aim at uncovering the true potential and creativity of their audience.

&

The Magician

It is a smart and intelligent archetype, aiming to make all the wishes come true. The Magician brands oftentimes convert their groundbreaking knowledge into innovative technology. Audiences of this type need to be provided with a solution to their problem, or to be in on the secret information.

Company **Logo**

PRIMARY LOGO

The primary logo takes the minimalistic approach to showcase a clean look for the brand. Using a combination of greyscale and bluescale colors it presents an image of professionalism and ambition.

Note: For the most part, the logo will have the letter and wordmark combined in a horizontal format, but there are some instances when the lettermark can be used separate from the wordmark or the logo can be placed in a vertical format. Exceptions usually occur with documents, apparel and sometimes the website.



Wordmark



Lettermark

LOGO VARIATIONS

The following logo variations serve as alternate logos to utilize in instances where the original logo colors or format can not be used.



Icons & Favicons

The company's favicons should be used for websites and applications while the icons should be used for social media platforms.



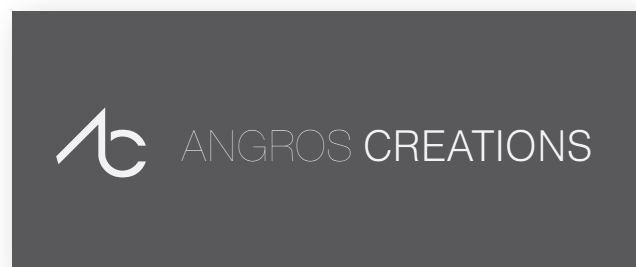
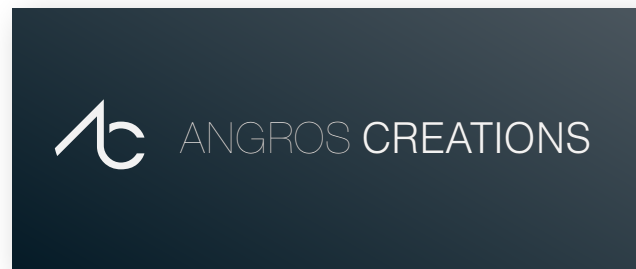
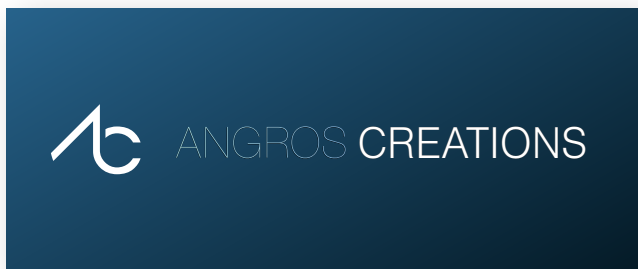
MONOCHROME LOGO VARIATIONS

The monochrome logo variations are used when working with black & white backgrounds or documents.



ADDITIONAL LOGO VARIATIONS

The following are additional logo variations with different backgrounds using the brand's color pallet.



LOGO MISUSE RULES

It is important that the appearance of the logo remains consistent. The logo should not be altered, misinterpreted or added to. No attempt should be made to alter the logo in any way. There are no exceptions.



Do not distort or alter the proportions of the logo



Do not rotate the logo to any angle



Do not alter the colors of the logo with non-brand colors



Do not manipulate the logo by altering any of the elements



Never add an unnecessary effect to the logo, including drop shadows, bevels, etc.



Do not add unnecessary contours to the logo

LOGO APPLICATIONS

It is essential that the logo must be readable at all times. Only use the primary logo on dark backgrounds and use any of the alternate color variations when the primary logo is not readable. Never force the logo onto an image or background that compromises its legibility.



✓ Acceptable use of the primary logo when a dark background is used.



✓ Acceptable use of an alternate logo when a light background is used.



✗ Don't force the logo onto an image or background that compromises its legibility.

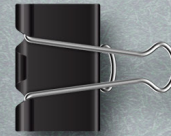


Hello, world!

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist.

While the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me; when I hear the buzz of the little world among the stalks, and grow familiar with the countless indescribable forms of the insects and flies, then I feel the presence of the Almighty, who formed us in his own image, and the breath.

I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist.

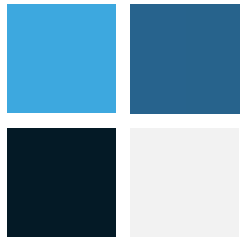


Brand Colors

The colors are part of the brand's personality. We have established a combination of Blues, Navy, Black, White and Grey among our primary logo and alternate logos in order to convey an image of professionalism, ambition, integrity, trust and reliability.

PRIMARY PALETTE

The primary palette consists of Pickled Bluewood, Black Pearl, Gray, Black and White



PSYCHOLOGY OF OUR COLORS

Blue: Brings inspiraion and calls to mind feelings of calmness and serenity.

Navy: Promotes the idea of trust and integrity with responsibility.

Black: Presents an image of professionalism and sophistication.

White: Presents an image of safety, purity, freshness and cleanlinesss.

BLACK

#000000

RGB 0 0 0

CMYK 100

BLACK PEARL

#041A26

RGB 4 26 38

CMYK 89 32 0 85

PICKLED BLUEWOOD

#2A3C47

RGB 42 60 71

CMYK 41 15 0 72

GRAY

#939393

RGB 147 147 147

CMYK 0 0 0 42

LIGHT GRAY

#F2F2F2

RGB 242 242 242

CMYK 0 0 0 5

WHITE

#FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

SECONDARY PALETTE

The secondary palette consists of Limed Spruce, Nevada and Astral.

The primary use of this color palette should not be as a dominant color on their own. When used for the website or marketing materials they must be used sparingly unless the primary palette is not ideal to use due to design or document format.

LIMED SPRUCE

#38444D

RGB 56 68 77

CMYK 27 12 0 70

NEVADA

#616F77

RGB 97 111 119

CMYK 41 15 0 72

ASTRAL

#376FA2

RGB 55 111 162

CMYK 66 31 0 36

TERTIARY PALETTE

The tertiary palette consists of just Picton Blue and St Tropaz.

The primary use of this color palette is as an accent color to highlight texts, buttons, links and any other item that has some importance in the design or document.

PICTON BLUE

#3DA8DF

RGB 61 168 223

CMYK 73 25 0 13

ST TROPAZ

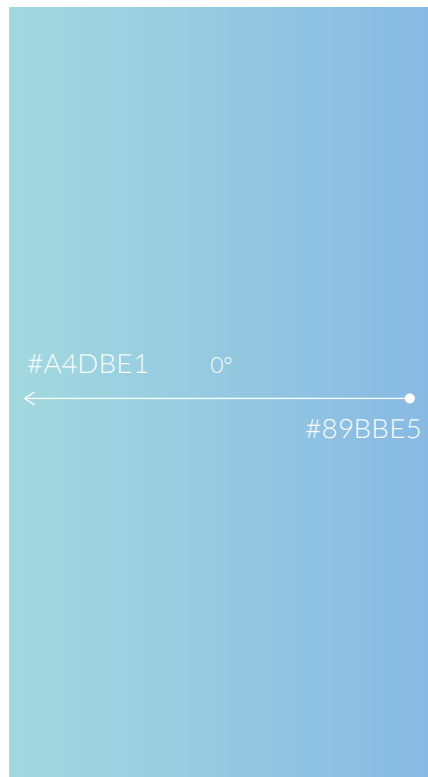
#27638E

RGB 39 99 142

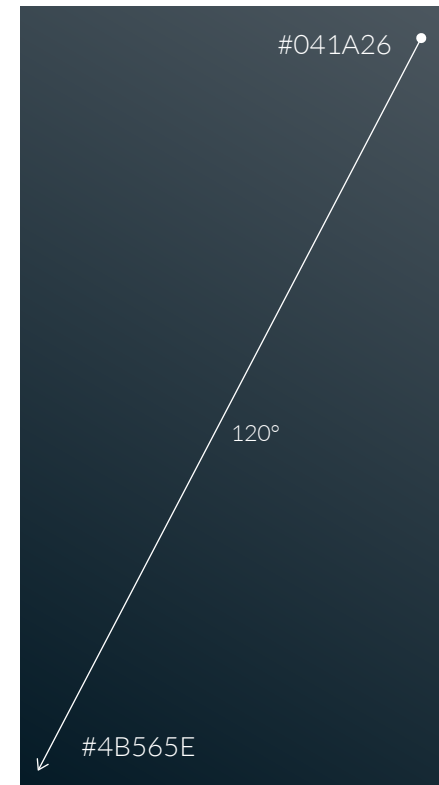
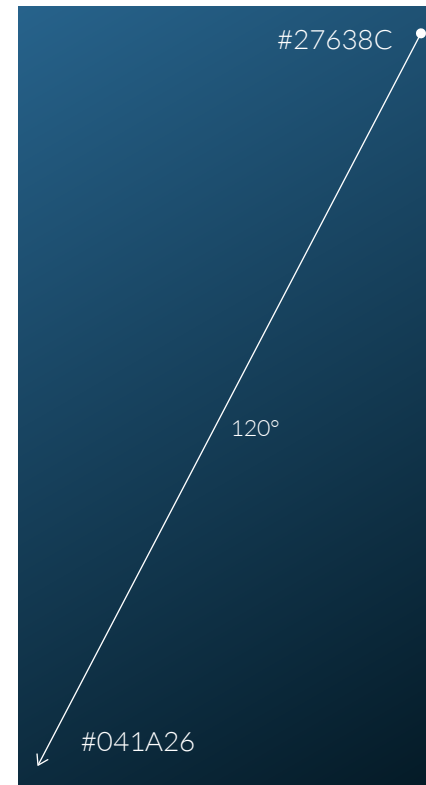
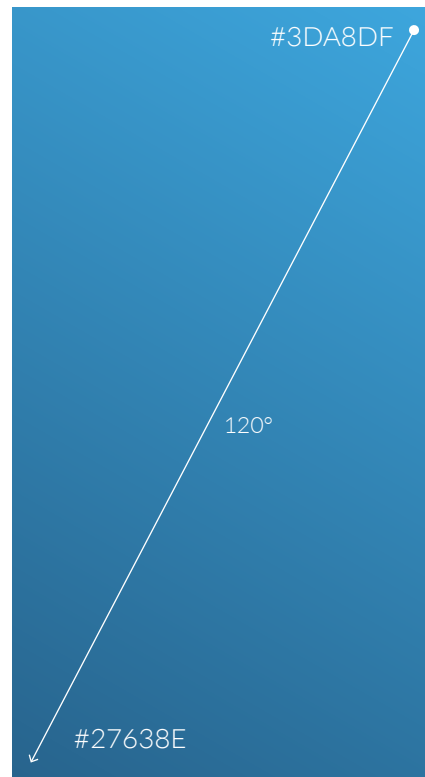
CMYK 73 30 0 44

GRADIENT PALETTE

The gradient palettes consist of a combination of primary colors and secondary colors. They help establish possible backgrounds for the logo. They also can be used as alternate colors for the “Angros” text on the logo



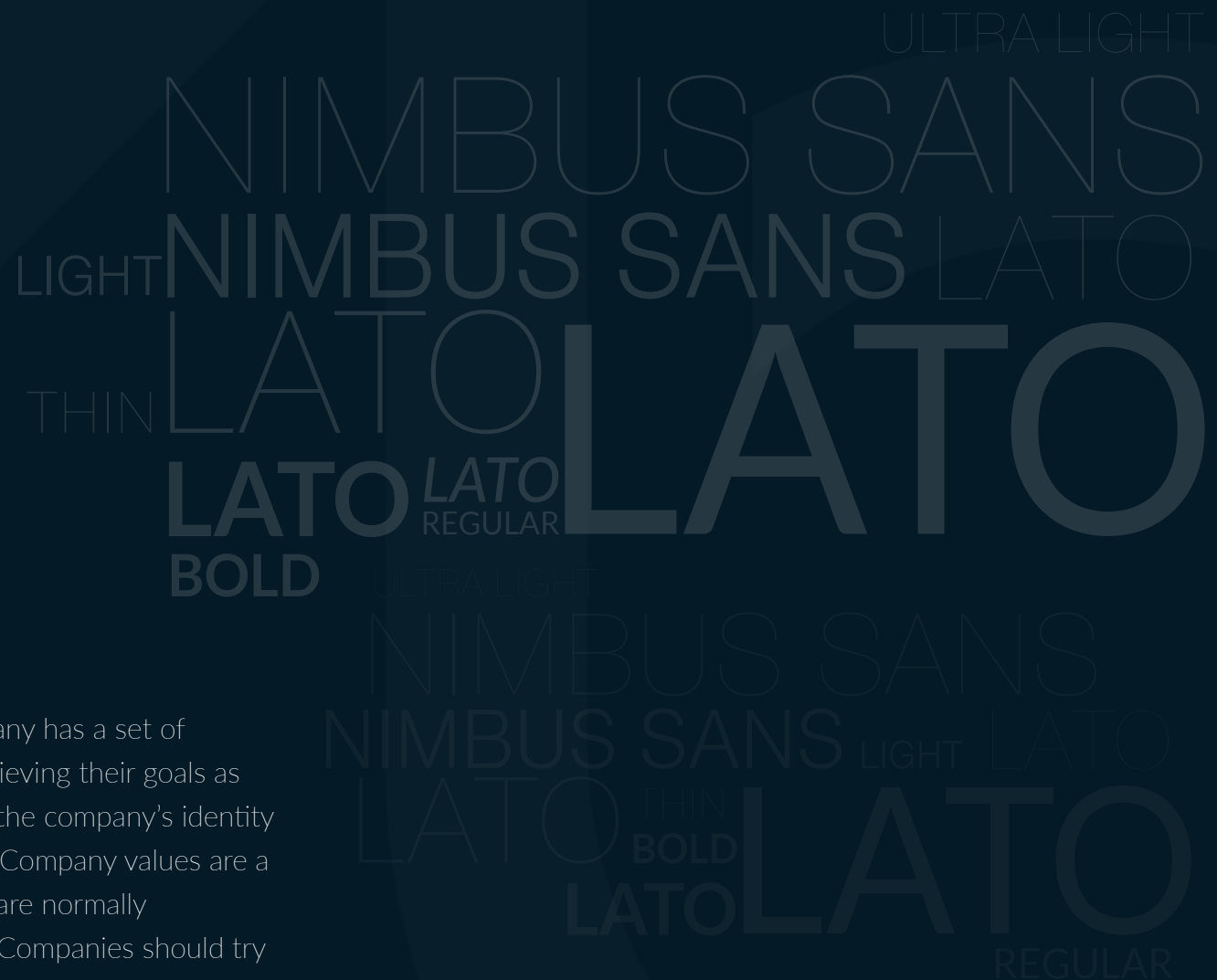
Main gradient for the “Angros” text on the logo





Typography

Company values matter. Every successful company has a set of company values to assist their employees in achieving their goals as well as the company's. They are the essence of the company's identity and summarises the purpose of their existence. Company values are a guide on how the company should run and they are normally integrated in the company's mission statement. Companies should try to establish their company values as a team instead of just the leader or management. By doing so, everyone in the company would feel belong and they would feel needed and not neglected.



PRIMARY FONT

The Nimbus Sans is the official font for the brand's logo. The Ultra Light version is used on the text "Angros" and the Light version is used for the "Creations".

Nimbus Sans
Ultra Light

ANGROS

CREATIONS

Nimbus Sans
Light

Nimbus Sans D OT - Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/

Nimbus Sans D OT - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?/

SECONDARY FONT

The Lato is the secondary font for the brand. Its use is mainly for written content on websites, documents, promotional media and more. Furthermore, it can be used as a replacement for the Nimbus Sans when the official font is not available. It is important that if used as a substitute, the “Angros” text must use the Thin version of the Lato font and the “Creations” text must use the Light version.

LATO

The Lato font has a variety of font styles, ranging from the thinnest font called Hairline to the boldest font called Bold/Black. This font is used for document and/or designs related to the brand.

Hairline ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/

Thin ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?/





ANGROS CREATIONS



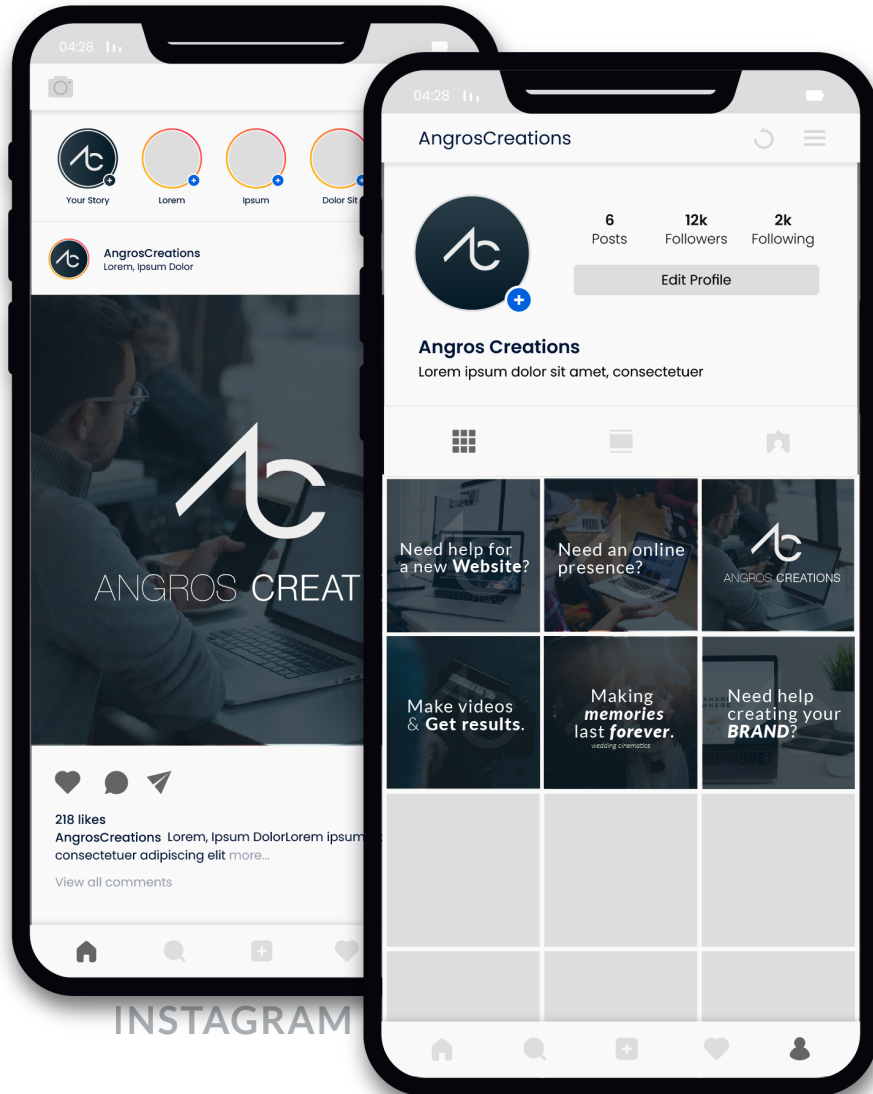
branding
stationery

mockup



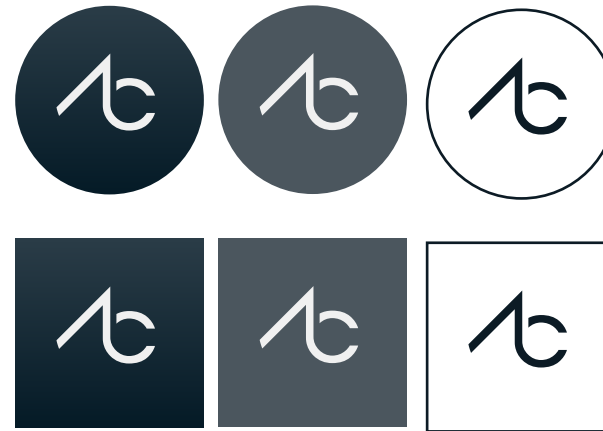
SOCIAL MEDIA PRESENCE

Social media presence is key to promote the brand so its important to mantain consistency across all platforms.

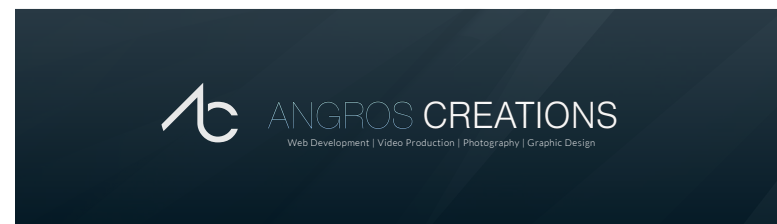


INSTAGRAM

ICONS & FAVICONS



BANNERS



TWITTER



← ANGROS CREATIONS
Web Development | Video Production | Photography | Graphic Design

Angros Creations
@angroscreations

Edit Profile

Angros Creations
@angroscreations

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam aliquip ex ea commodo consequat.

San Juan, PR | angroscreations.com | Joined Sep 27 of 2012

927 Following 9271 Followers

Tweets Tweets and replies Multimedia Likes

Pinned Tweet

Angros Creations @angroscreations • March 23 2020
Lorem ipsum #Dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam aliquip ex ea commodo consequat.

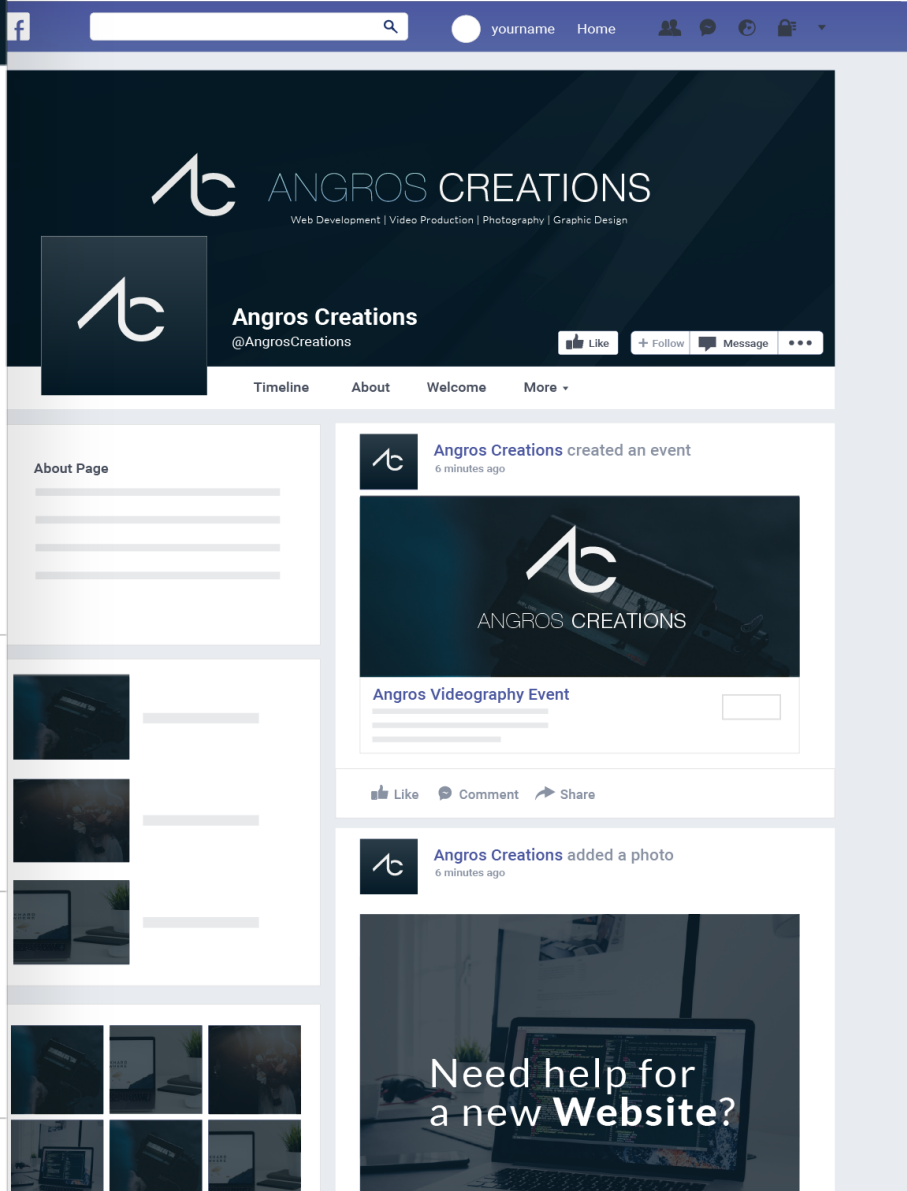
123 345 234

Angros Creations @angroscreations • March 23 2020
Lorem ipsum #Dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam aliquip ex ea commodo consequat.

123 345 234

Angros Creations @angroscreations • March 23 2020

FACEBOOK



yourname Home

ANGROS CREATIONS
Web Development | Video Production | Photography | Graphic Design

Angros Creations
@AngrosCreations

Like Follow Message

Timeline About Welcome More

About Page

Angros Creations created an event
6 minutes ago

ANGROS CREATIONS

Angros Videography Event

Like Comment Share

Angros Creations added a photo
6 minutes ago

Need help for a new Website?

