



## BRAND GUIDELINES



Apposite Technologies focuses on designing and building mobile applications that meet the specific needs of the client.

Apposite is cutting edge, staying on top of the latest updates in the fast-paced technology field, which allows clients to receive the best product currently available.

So, for all of your mobile application needs, pick Apposite... *it just makes sense.*

**ap·po·site**  
(ap-uh-zit)

*Adj.*

highly pertinent  
or appropriate;  
well-suited for  
the purpose

## Clear Space

- Always maintain clear space around the Apposite logo to protect against distracting graphics or typography.
- For the company name used with the symbol, measure clear space by the height of the “T” in Technologies for vertical space, and the width of the “T” for horizontal.
- When using the symbol only, measure clear space by using the width of the teal line in the symbol.
- Never allow typography or other elements to “invade” the signature or the symbol.



Never redraw or alter the logo, including the placement and size relationship of the company name or symbol.  
Doing so weakens the identity.

Greyscale



Watermark (Light Background)



Reversed Logo



Watermark (Color Background)



### Alternate Logos

- When using the greyscale version of the logo, it should only appear on a white background.
- When using a reversed version of the logo, the background color needs to be Apposite Technologies' blue-grey, Pantone 7545 C (#465A65).
- For the watermarks, the logo should be 10% of Pantone 7545C on a light background or 10% white on a dark background.
- The above rules also apply when only using the symbol from the logo.

### Minimum Size Logos

Do not make the logo and symbol smaller than 3/4" wide, measured from the left edge of the symbol to the right edge of the letter "e" in Apposite.



Do not make the symbol (when used alone) smaller than 1/4" wide, measured from the left edge of the symbol to the right edge.

### Minimum Sizes

- The Apposite Technologies logo reproduces well at almost any size. However, sizing the logo too small can damage its integrity and effectiveness.

## Brand Fonts

Archivo Narrow

1234567890

!@#%&^\*()\_+

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

Gaspar

1234567890

!@#%&^\*()\_+

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

## Font Usage

- The Archivo Narrow font family is to be used primarily for digital purposes, but may also be used for very short amounts of text, such as headlines, for print.
- The Gaspar font family is to be used for print pieces only. It may be used in large, or small, bodies of text.

## Brand Colors



#00A79D

Pantone 3272 C

C-80 M-10 Y-45 K-0



#465A65

Pantone 7545 C

C-25 M-0 Y-0 K-75

The colors above are approved for use on all supplementary materials for Apposite Technologies. However, the specifications for color usage with regard to the logo must be followed. Any tint or shade of the above colors may also be used.