



AUGUST 2020

Style Guide



Color palette



Anaconda Green

CORPORATE BRAND COLOR

The Anaconda Green is used in the logo and for the second half of main headlines.



RGB: 67, 176, 63
CMYK: 74, 3, 100, 0
Web: #43b049
Pantone 361 C

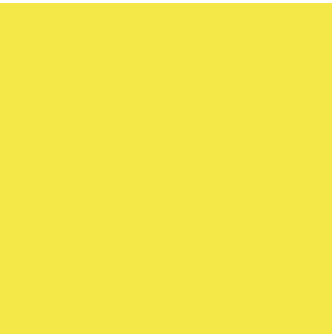


Lorem ipsum dolor
sit amet

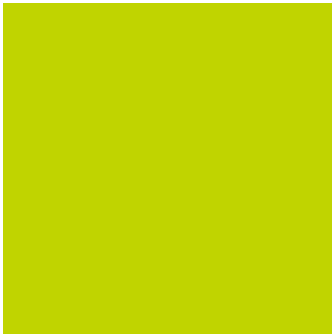
Brand colors

FULL PRIMARY COLOR PALETTE

Yellow-Greens



RGB: 246, 233, 72
CMYK: 5, 2, 83, 0
Web: #F6E948
Pantone 101 C



RGB: 194, 213, 0
CMYK: 30, 1, 100, 0
Web: #C2D500
Pantone 382 C



RGB: 128, 88, 0
CMYK: 56, 3, 100, 0
Web: #80BC00
Pantone 376 C



RGB: 67, 176, 63
CMYK: 74, 3, 100, 0
Web: #43b049
Pantone 361 C

Green-Blues



RGB: 26, 130, 65
CMYK: 86, 25, 99, 11
Web: #1A8241
Pantone 348 C



RGB: 0, 106, 91
CMYK: 94, 35, 68, 22
Web: #006A5B
Pantone 568 C



RGB: 0, 59, 74
CMYK: 100, 64, 52, 44
Web: #003B4A
Pantone 309 C



RGB: 6, 38, 45
CMYK: 90, 65, 60, 66
Web: #06262D
Pantone 5463 C

Blues



RGB: 0, 161, 155
CMYK: 100, 4, 50, 0
Web: #00A19B
Pantone 3272 C



RGB: 0, 117, 169
CMYK: 93, 47, 15, 1
Web: #0075A9
Pantone 7690 C



RGB: 0, 55, 100
CMYK: 100, 78, 36, 29
Web: #003764
Pantone 2955 C



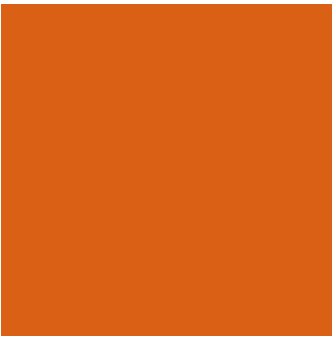
RGB: 18, 40, 76
CMYK: 100, 87, 42, 41
Web: #12284C
Pantone 2767 C

Brand colors

ACCENTS - FOR ALERTS AND HYPERLINKS



RGB: 245, 168, 0
CMYK: 2, 38, 100, 0
Web: #F5A800
Pantone 130 C

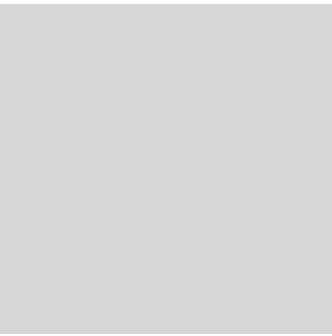


RGB: 219, 96, 21
CMYK: 10, 75, 100, 1
Web: #DB6015
Pantone 1595 C



RGB: 0, 165, 181
CMYK: 81, 13, 29, 0
Web: #00A5B5
Pantone 7710 C

GRAYS - FOR TEXT AND NEUTRAL VALUES



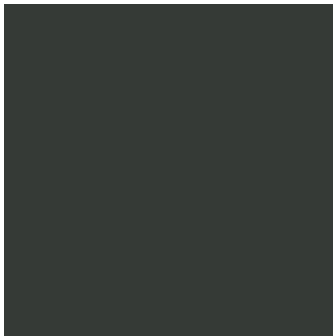
RGB: 217, 216, 214
CMYK: 14, 11, 12, 0
Web: #D9D8D6
Pantone Cool Gray 1 C



RGB: 158, 172, 170
CMYK: 40, 25, 30, 0
Web: #9EACAA
Pantone 442 C



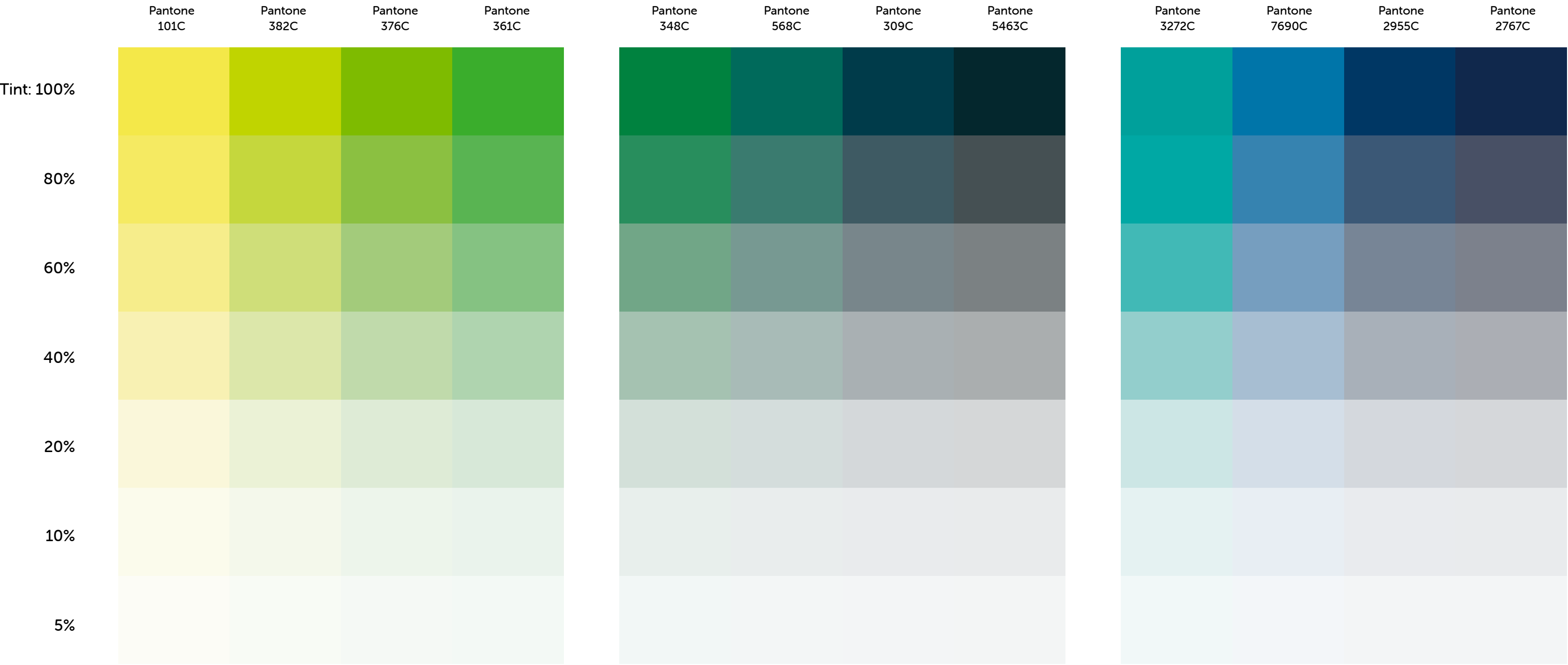
RGB: 110, 124, 124
CMYK: 60, 42, 45, 10
Web: #6E7C7C
Pantone 444 C



RGB: 55, 58, 54
CMYK: 69, 60, 64, 54
Web: #373A36
Pantone 447 C

Brand colors

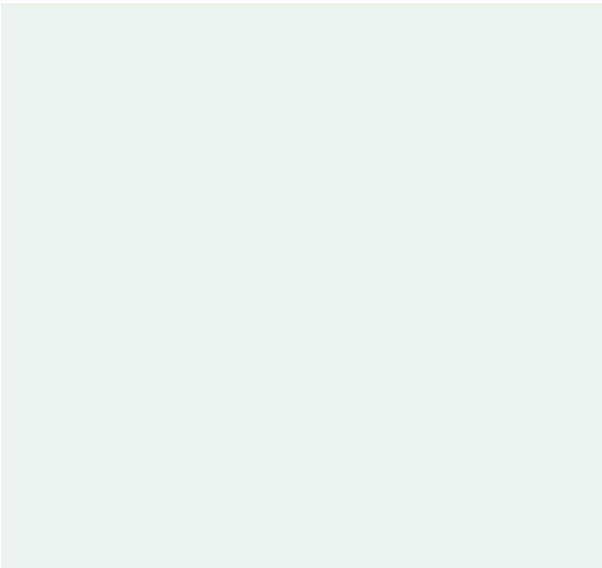
PRIMARY TINTS & OPACITIES



Recommended backgrounds

LIGHT GREEN:

PANTONE 3272C (10% opacity)

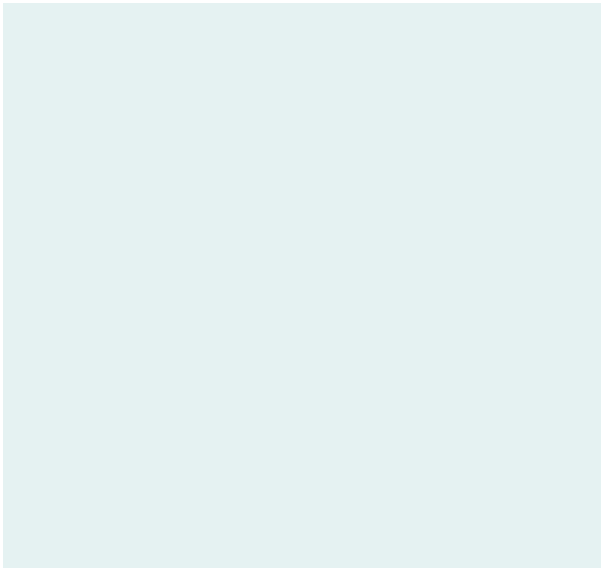


Use case examples:

- Background color behind bulleted lists
- Hover states

LIGHT BLUE:

PANTONE 3272C (10% opacity)

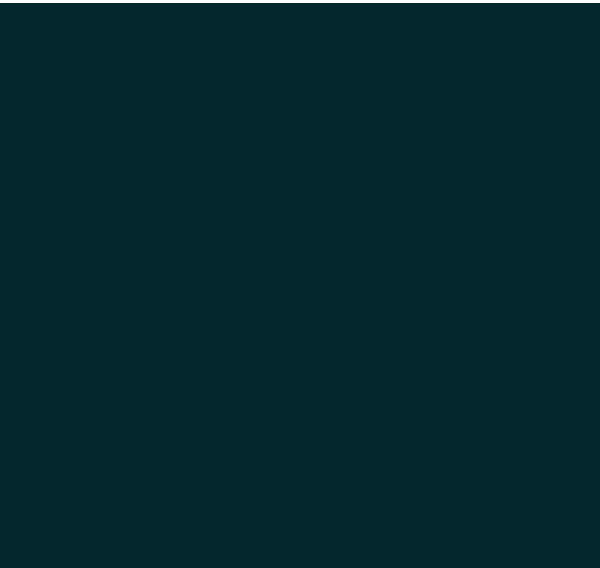


Use case examples:

- Background color behind bulleted lists
- Pricing chart tints

DARK TEAL:

PANTONE 5463C (100% opacity)



Use case examples:

- Section breaks in the website
- Background behind light-colored content

DARK BLUE:

PANTONE 2767C (100% opacity)



Use case examples:

- Section breaks in the website
- Anaconda footer background

Fonts



Font hierarchy

NOTE: proportion is most important; the actual heading sizes will vary between web, print, and digital assets.

FONT USED:
Museo Sans Rounded

	H1 Museo Sans Rounded 300 Size: 48px Line Spacing: 58px
	H2 Museo Sans Rounded Size: 36px Line Spacing: 46px
	H3 Museo Sans Rounded 700 Size: 30px Line Spacing: 40px
	H4 Museo Sans Rounded 300 Size: 24px Line Spacing: 32px
	H5 Museo Sans Rounded 700 Size: 24px Line Spacing: 32px
	H6 Museo Sans Rounded 700 Size: 24px Line Spacing: 32px
	Body Copy Museo Sans Rounded 300 Size: 16px Line Spacing: 24px

Lorem ipsum dolor

Sit Amet, Nam Eligendi
Contentiones Ex

Simple Line of Text

Consecetur elit alim.

CATEGORY

Ei habeo accumsan eam

Mel ea doming denique mentitum, soleat disputando eum id, alia
exerci ad cum. In facilis recteque sententiae ius.

Logos and usage



Corporate logo options

Corporate Logo (Default)

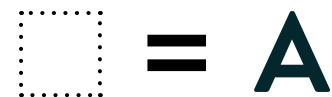


Corporate Logo (Stacked)



Corporate logo clear space + size requirements

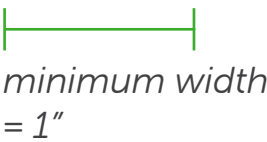
CLEARSPACE



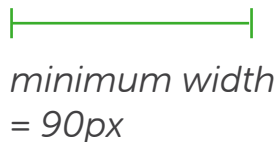
Clear space should be equivalent to the height of the "A" in the Anaconda logo.

MINIMUM SIZES

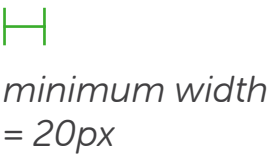
Print: 1"
Limiting the size of the logo will ensure that the text is legible in smaller use cases.



Web/Digital: 90px
The main web usage is for the website logo only.

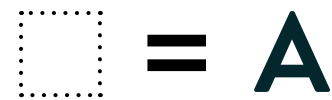
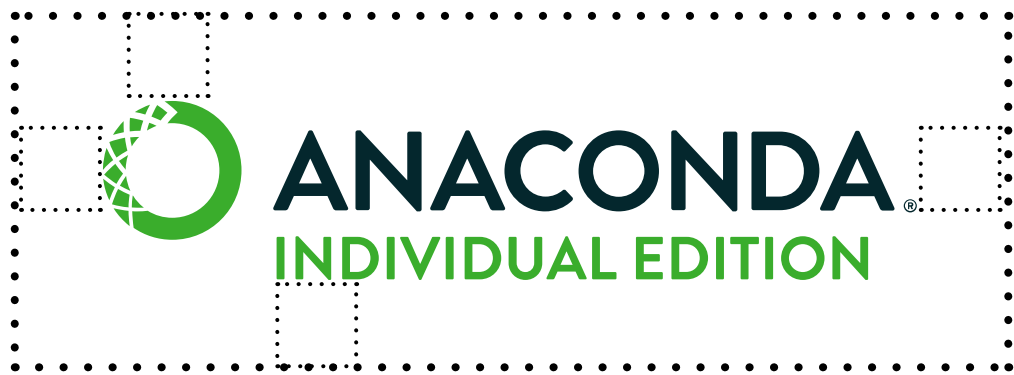


Icon
The main usage is for the favicon on a website a very small uses



Product logo clear space + size requirements

CLEARSPACE



Clear space should be equivalent to the height of the "A" in the Anaconda logo.

MINIMUM SIZES

Print: 1"

Limiting the size of the logo will ensure that the text is legible in smaller use cases.



minimum width
= 1"

Web/Digital: 90px

The main web usage is for the website logo only.



minimum width
= 90px

Product Icon (rare use case)

Primary usage would be on mobile sites or marketing ads/assets.



minimum width
= 20px

Don'ts



Don't place it on a similar brand colored background.



Don't stretch the logo horizontally or vertically.



Don't type the product name under the Anaconda corporate logo in replacement of the logo lockup.



Don't reduce the product lockup to just the name.

Partner logo usage



Partner logo lockups

When the Anaconda logo is used side-by-side with another partner’s logo, a 1px black stroke is set in the middle of the two logos with a proportionate clear space.

HORIZONTAL

Vertical logos use the height of the “A” in “Anaconda.”



VERTICAL

Vertical logos use the height of the “A” in “Anaconda.”



Using partner logos next to the corporate logo

When the Anaconda logo is used side-by-side with another partner's logo in a more casual fashion, clear space is required.

HORIZONTAL

Start the clear space to the right of the registration mark (®) next to "Anaconda."



VERTICAL

Start the clear space below the "A" in "Anaconda."



Note: The partner logo should always be proportionate, and never appear to be larger, than the Anaconda corporate logo.

Questions?

Send an email to marketing@anaconda.com.

