Attendo

BRAND GUIDELINES

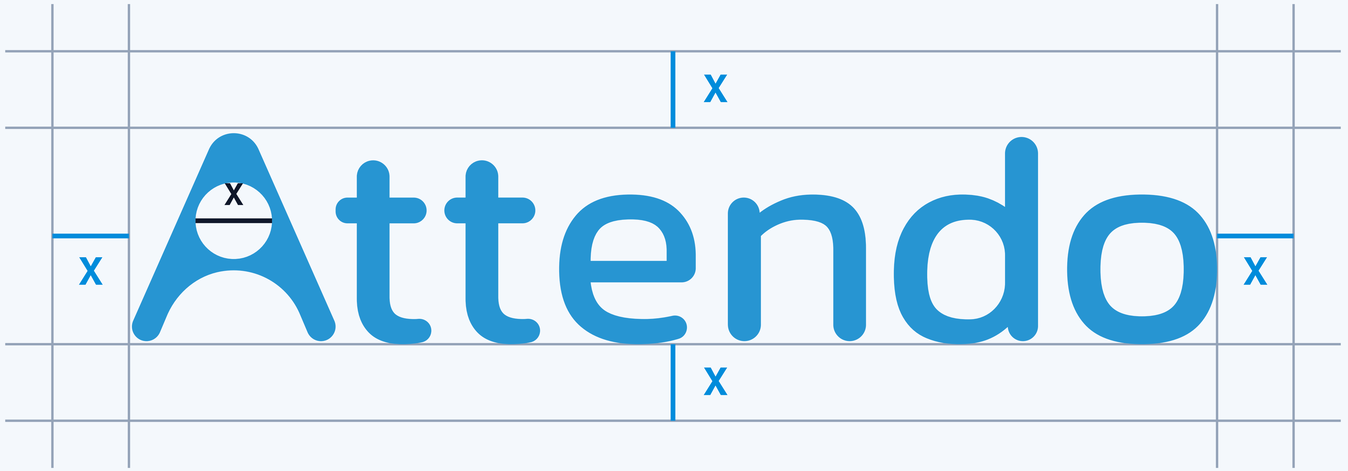


LOGO ON LIGHT BACKGROUND



LOGO ON BLACK BACKGROUND

CLEAR SPACE



X is the diameter of the inner circle in the Attendo mark.

MINIMUM SIZE

SCREEN



PRINT



Heights derived from the original Attendo width requirements, rounded up.

PARTNERSHIP LOCKUPS

Full logo

SCREEN



PRINT



Align both logos around the divider and balance their visual weight.

LOGO USAGE



Alter the artwork



Repeat as decoration



Recolour the logo



Crowd the logo



Use within a sentence



Add a shadow



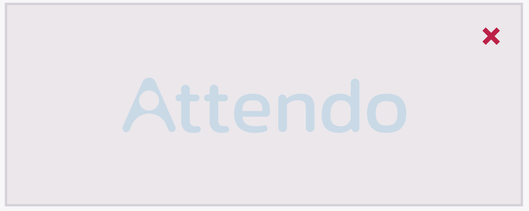
Use an outline



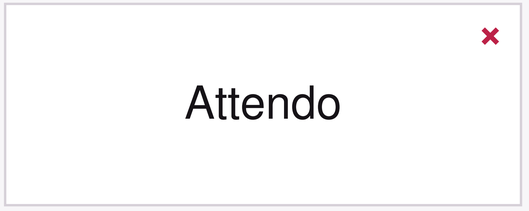
Stretch the logo



Rotate the logo



Use low contrast



Retype the logo



Use approved artwork

BRAND COLOURS



Deep SaaS Blue

#008CDB

RGB 0 / 140 / 219



Black

#000000

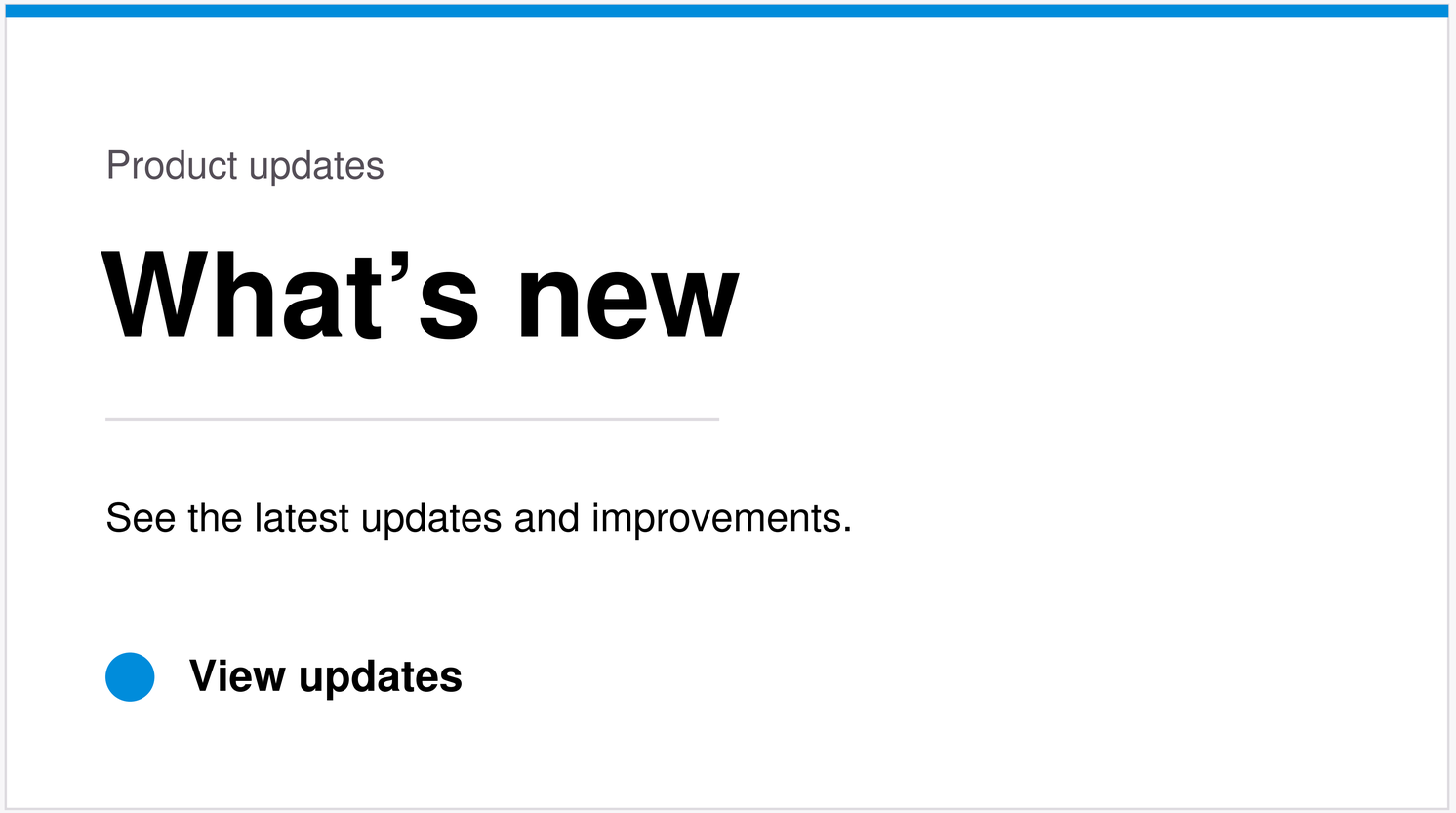
RGB 0 / 0 / 0

White

#FFFFFF

RGB 255 / 255 / 255

COLOUR APPLICATION



White background

Keeps the content area open.

Black type

Carries headlines and copy.

Brand accent

Draws attention to the action.

TYPOGRAPHY

HEADINGS



Satoshi

H1 56 px Bold / H2 40 px Semibold / H3 32 px Semibold

BODY AND UI



Inter

Body 16 px Regular / Caption 12 px Regular

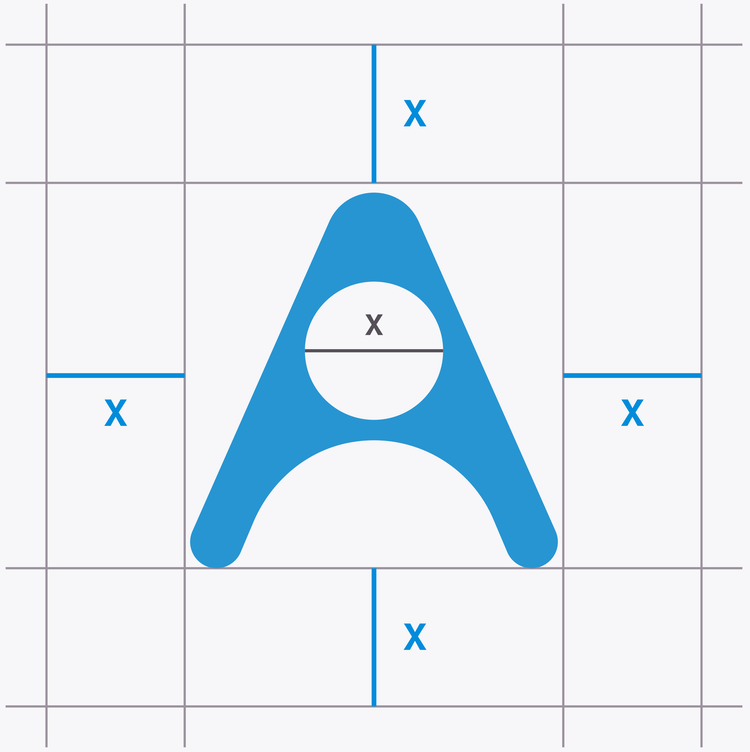
STANDALONE ICON





Use the icon when the brand is already identified or the placement is icon-sized.

ICON CLEAR SPACE



X is the diameter of the inner circle.

ICON MINIMUM SIZE

SCREEN



PRINT



The original guide specifies a minimum for the full logo.

ICON PARTNERSHIP LOCKUPS

Standalone icon

SCREEN



Partner logo

PRINT



Partner logo

Use the icon lockup where the product is already identifiable.

ICON USAGE



Alter the artwork



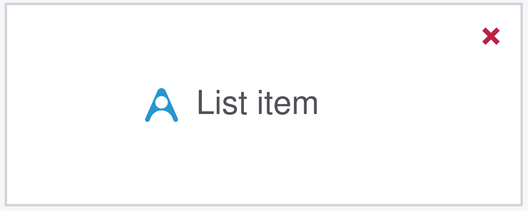
Repeat as decoration



Recolour the icon



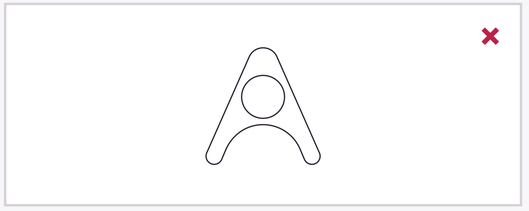
Crowd the icon



Use as a text bullet



Add a shadow



Use an outline



Stretch the icon



Rotate the icon



Use low contrast



Redraw the icon



Use approved artwork

Attendo

Brand Resources

Use the supplied artwork for logos and icons.

