

# Brand Aesthetic Guidelines

**Public Assets**

**v2.0**

## Document History

<b>Revision</b>	<b>Date</b>	<b>Description of Change</b>
V1.0	19.05.10	Initial specification
V1.1	17.06.10	™ in Antix Logo and Antix Watermark replaced with ®
V1.2	26.04.11	Change of corporate font to Calibri & change Corp address
V1.2.1	16.06.11	Font type size revision
V2.0	06.12.11	Antix Logo (was Antix Watermark), Antix Wordmark (was Logo), Games Warehouse Service icon added

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## 1.0 Our Identity

These guidelines have been produced to ensure that our communications are of a high standard and we present ourselves in a focused and consistent manner across all media and applications.

## 2.1 The Antix Logo

The Antix Logo is at the core of our brand and appears on all marketing and corporate communication materials. It is also a digital branding asset for use to create awareness in products and to accent pages. It is also used in Antix applications, online, on associated packaging as well as on screens and devices such as mobile phones, PC's and TV's.

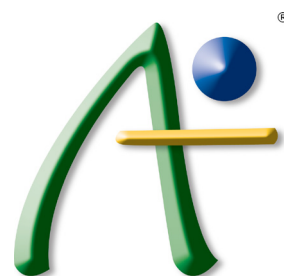
The Antix Logo must only be used in full-colour.

A SWF file of the Antix Logo animation is available at:

<http://antixlabs.com/library/items/logos/antixLogoAnimation.swf>

### Dropshadow logo

For use on white backgrounds



### Glow logo

For use on black or grey backgrounds



## 2.0 Antix Corporate Wordmark

The Antix Corporate Wordmark is at the core of our brand and appears on some marketing and corporate communication materials. The logo should be displayed in a prominent position and its application should follow the Antix Brand Aesthetic Guidelines.

The full-colour logo is our preferred representation however alternative mono, grayscale and white-out representations are provided to enable appropriate applications.

### Full colour wordmark



### Grayscale wordmark

Grayscale logo on white background



### Mono wordmark

Black on white background



### White-out wordmark

Reverse to white on black background



## 2.2 The Antix Product Icons

The Antix Product Icons are digital branding assets that represent Antix product offerings. They are used in products and associated Antix applications: print, digital and web; on splash-screens in devices such as mobile phones, PC's and TV's.

Any Antix product icons used in software are provided by and under licence from Antix.

The icons must only be used in full-colour, unless written approval for alternative creative application is granted.

### Antix Game Player

The Icon with strap text is for use in splash screens and in print, digital and web on white backgrounds. The Icon without strap text is for use in icons, or on white or black backgrounds.



Antix Game Player



### Antix Game Development Kit (GDK)

For use in splash screens and icons, and in print, digital and web on white or black backgrounds.



### Antix Integrated Development Environment (IDE)

For use in splash screens and icons, and in print, digital and web on white or black backgrounds.



### Antix Software Development Kit (SDK)

For use in splash screens and icons, and in print, digital and web on white or black backgrounds.



### Antix Dashboard

For use in splash screens and icons.



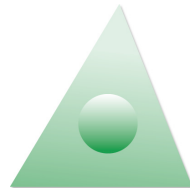
## 2.3 The Antix Service Icons

The Antix Service Icons are digital branding assets that represent Antix service offerings. They are used in associated Antix services: print, digital and web. The service icons must only be used in full-colour on a white background unless written approval for alternative creative application is granted.

### Antix Games Warehouse Service



### Antix Games Warehouse Service - Developer Zone



### Antix Games Warehouse Service - Channel Zone



### Antix White-Label Games Store

The required exclusion zone follows the same principles as that for the Product Icons.



### Antix Game Certification Service

The required exclusion zone is the same as that for the Product Icons.

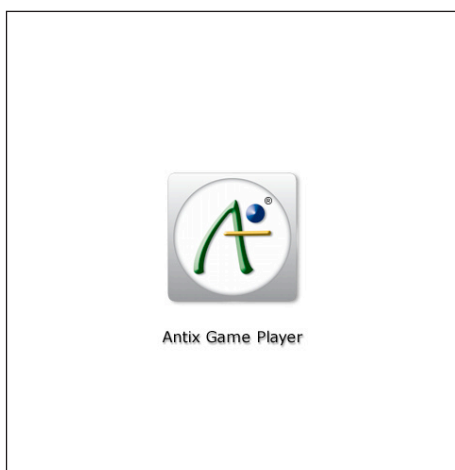


## 2.4 The Antix Splashscreens

The Antix Game Player splashscreen has been created to work on a range of devices with landscape and portrait aspect ratios.

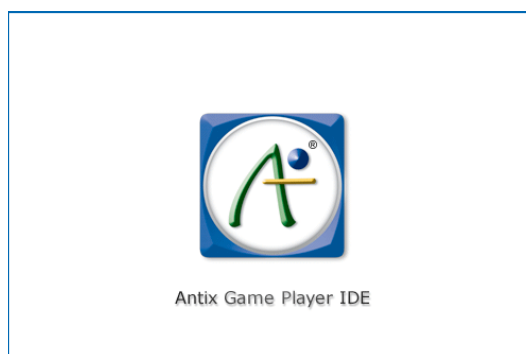
The Antix Game Development Kit, Antix Game Player IDE and Antix Software Development Kit splashscreens are only landscape aspect ratio.

Splashscreens are provided by and under licence from Antix.



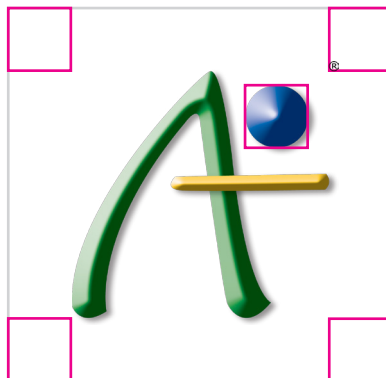
### Antix Game Player Splashscreen

The central icon in the splashscreen above must have an exclusion zone at least the width and height of the icon itself, and otherwise follow the product icon exclusion zone requirements.



## 2.6 Clear Space & Exclusion Zone: Antix Logo

The Antix Logo requires a minimum amount of free space around it. This exclusion zone must be adhered to at all times to ensure the logo has sufficient presence and 'space to breathe'.



## 2.5 Clear Space & Exclusion Zone: Antix Wordmark

The Antix Wordmark requires a minimum amount of free space around it. This exclusion zone must be adhered to at all times to ensure the wordmark has sufficient presence and 'space to breathe'.



## 2.7 Clear Space & Exclusion Zone: Antix Product Icons

The Antix Product Icons require a minimum amount of free space around them. This exclusion zone must be adhered to at all times to ensure the icons have sufficient presence and 'space to breathe'.

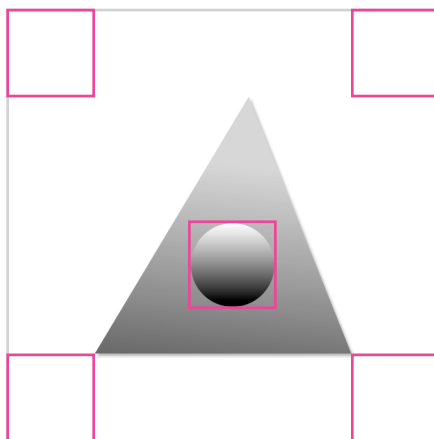


Also applies also to:

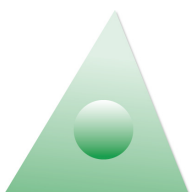


## 2.8 Clear Space & Exclusion Zone: Antix Service Icons

The Antix Service Icons have a minimum amount of freespace around them. This must be adhered to at all times to ensure they have sufficient presence and 'space to breathe'.



**Also applies also to:**



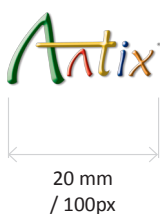
## 2.9 Minimum Sizes

Antix brand assets must always remain clear and legible.

There are, therefore, absolute minimum sizes at which they may be used in print, digital and web, and these are as follows.

Any logos and icons used in Antix software applications must be provided by and under licence from Antix.

### Minimum sizes:

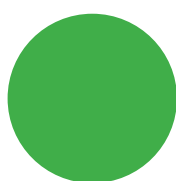


### 3.0 Colour Palette

A consistent image is key when building a strong brand identity. Colour plays a major role in this.

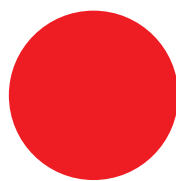
The Antix corporate colour palette consists of 5 main colours.

It must be adhered to in all applications whether print, digital or web.



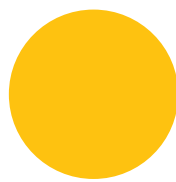
Antix Green

CMYK 75-0-100-25  
RGB 40-144-58  
HEX 28903a  
PMS 356



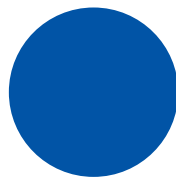
Antix Red

CMYK 0-100-100-0  
RGB 237-28-36  
HEX ed1c24  
PMS 1795



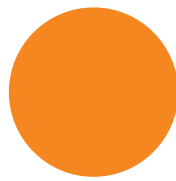
Antix Yellow

CMYK 0-25-100-0  
RGB 255-194-14  
HEX ffc20e  
PMS 116



Antix Blue

CMYK 100-75-0-0  
RGB 0-84-166  
HEX 0054a6  
PMS Reflex Blue



Antix Orange

CMYK 0-57-99-0  
RGB 246-135-33  
HEX f68721  
PMS 152

## 4.0 Typography: Corporate Font

Typography plays an important role in communicating overall tone and quality.

Careful use of typography reinforces our personality and ensures clarity and harmony across all communications.

Our preferred typeface is Verdana and is used for all typographic applications other than the Antix websites. Approved weights of the font are shown here, and may be used at your discretion to provide the appropriate variety necessary for specific design needs.

Calibri Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

**Calibri Bold**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

**0123456789**

**Header 1: 16pt/20pt Calibri Bold**

**Header 2: 12pt/16pt Calibri Bold**

**Header 3: 11pt/15pt Calibri Bold**

Body Copy: 11pt/14pt Calibri Regular

- Bullet point 1, indented 10mm, text indented 15mm
  - Bullet point 2, indented 20mm, text indented 25mm

## 5.0 Misuse: What Not To Do

To build brand recognition, it is critical to implement the Antix brand aesthetic consistently in every application.

While there is flexibility in the design system, there are things you should avoid. These are summarised as follows, with some examples presented below:

- Do not scale disproportionately
- Do not change scale of individual elements
- Do not change colours
- Do not change fonts
- Do not rearrange the elements
- Do not compromise the integrity of the Antix assets



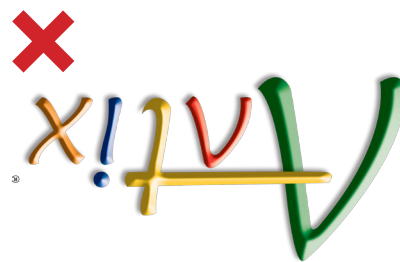
Never stretch any of the logos horizontally



Never stretch any of the logos vertically



Never change the colour of any element



Never use the logos upside down



Never rearrange or scale any elements



Never compromise the integrity of Antix assets

## 6.0 Artwork, Information and Permissions

Most of the Antix public brand assets are available along with our press resources, online at:

<http://www.antixlabs.com/press/pressResources.html>

When designing, remember to use the supplied artwork files for approved design assets, and to refer to this guideline or contact [marketing@antixlabs.com](mailto:marketing@antixlabs.com) if you have questions.

If you would like to request written approval for alternative creative application of Antix brand assets you can also contact [marketing@antixlabs.com](mailto:marketing@antixlabs.com).

This guide will be maintained online on the Antix corporate website. It is recommended that you check the Antix corporate website prior to new applications of Antix brand assets to ensure that you have the most up to date version of this guide.

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