



Brand Identity

Find your way

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Enquiries

For all enquires and questions regarding the Ambit brand Identity, please contact:

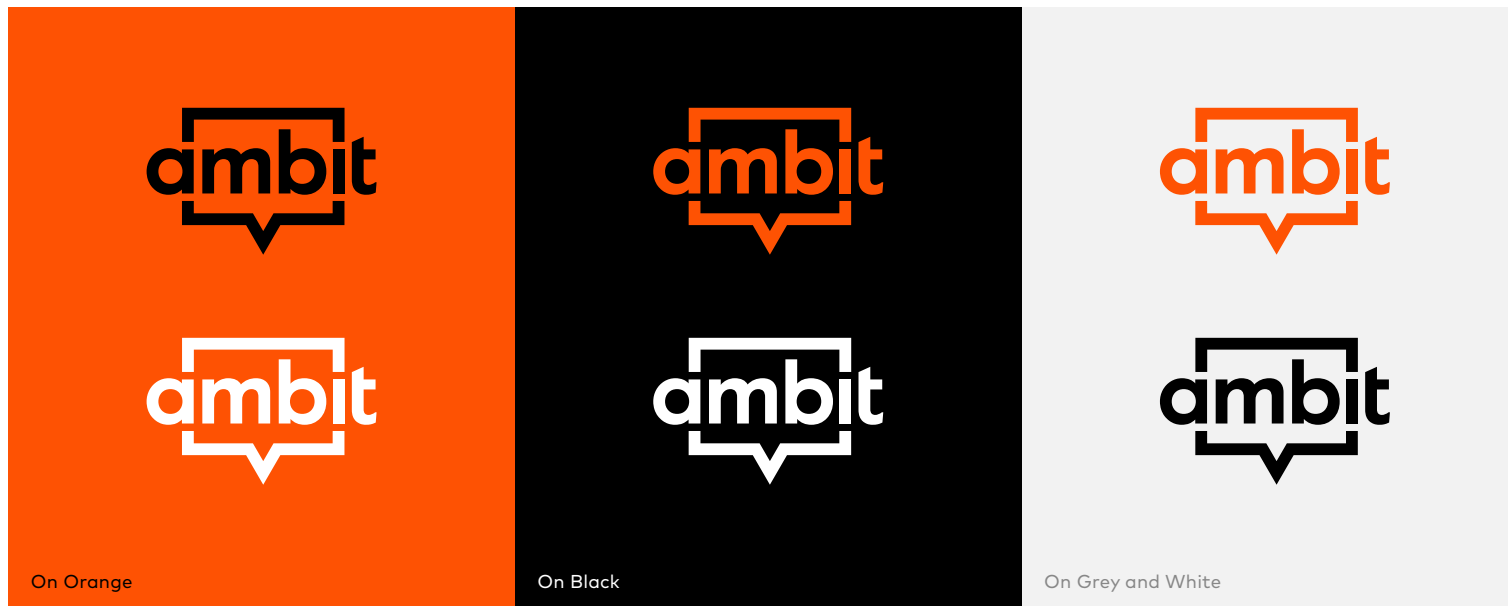
Tim Warren

Phone: +64 21 642 069

Email: tim.warren@ambitai.com

Our Logo

Full Logo



The Ambit Full Logo is an important part of our brand. It is the most visible and most reproduced element.

Our Full logo is available in three colourways to suit a variety of applications. Please consider what is the best format for the application.

Use: The Ambit Full Logo is to be primarily used on all applications.

More useful stuff

1. The Ambit Full Logo uses PMS 021C
2. We appreciate you taking care when using the logo. If you have any questions please phone:

Tim Warren
Phone: +64 21 642 069
Email: tim.warren@ambitai.com

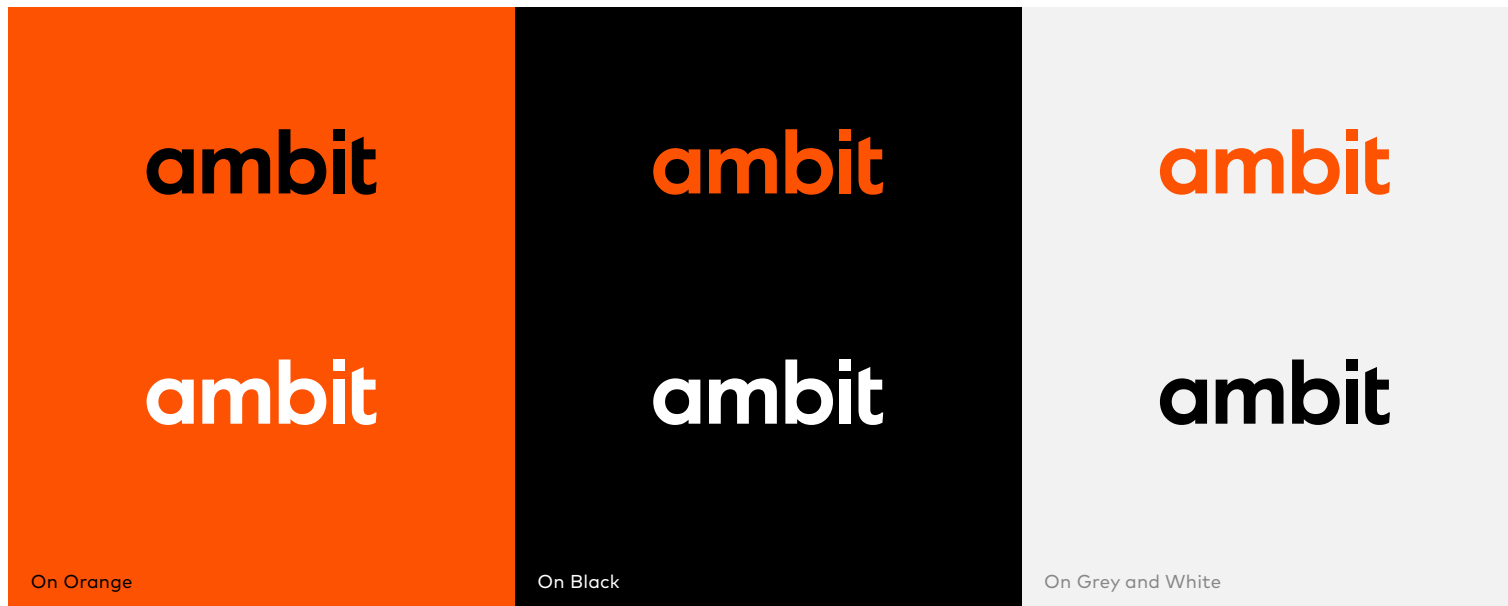
Our Logo

Wordmark

ambit

Our Wordmark is available in three colourways to suit a variety of applications. Please consider what is the best format for the application.

Use: The Ambit Wordmark is only to be used in circumstances where the Ambit Full Logo is considered inappropriate.



More useful stuff

1. The Ambit Wordmark uses PMS 021C
2. We appreciate you taking care when using the logo. If you have any questions please phone:

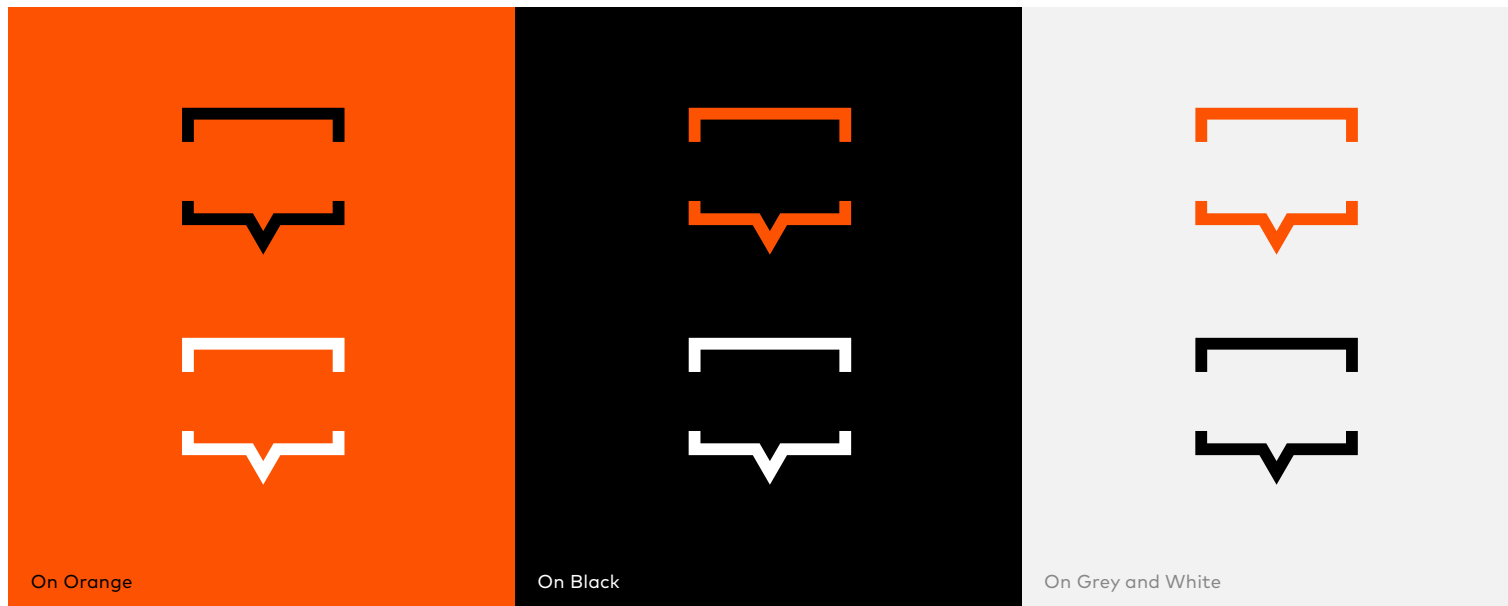
Tim Warren
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Our Logo

Graphic Element



Our Graphic Element is available in three colourways to suit a variety of applications. Please consider what is the best format for the application.



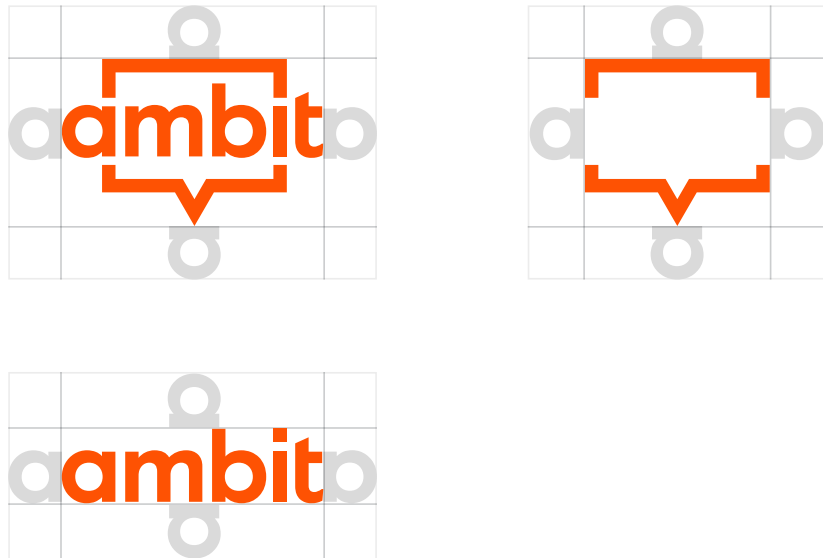
More useful stuff

1. The Ambit Graphic Element uses PMS 021C
2. We appreciate you taking care when using the logo. If you have any questions please phone:
Tim Warren
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Email: tim.warren@ambitai.com

Some basic rules

There are a few basic rules for our logo. Please ensure it is used correctly and is always clearly visible.

Minimum Clear Space



The height of the 'a' is the clear space that must be kept around the logo.

Minimum Size



Print: 12mm
Online: 50pixels



Print: 8.5mm
Online: 32pixels



Print: 12mm
Online: 50pixels

Some logo do's and don'ts

Logo do's



Use the full colour logo where possible



Ensure logo legibility when used on a photograph or solid colour

Logo don'ts



Don't alter, stretch, skew or angle the logo



Don't change the colour of the logo in any way



Don't create a repeat pattern from the logo.



Don't alter the ratio of the brandmark and wordmark



Don't place logo in a box or use a key line border



Don't place logo on a background that compromises legibility

There are correct and incorrect ways to apply our logo.

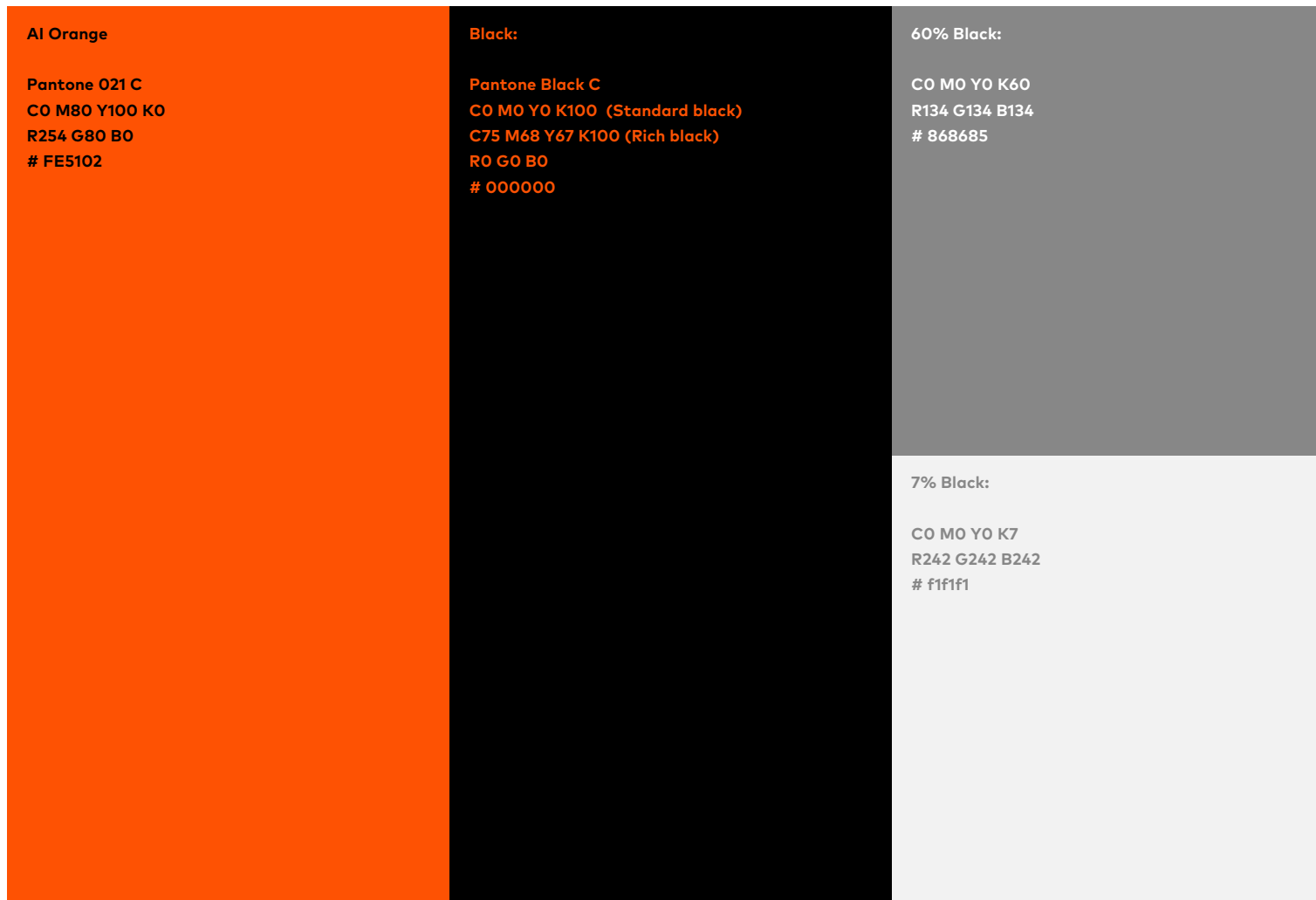
We prefer that the full colour logo is used where possible, however there may be times when you only have access to single colour. For more info on when to use a one colour logo please see the following page.

We ask that you do not alter the original logo file in any way.

More useful stuff

1. Don't adjust the measurement between the icon and word mark
2. The examples to the left apply to all versions of the Ambit brand: Full Logo, Wordmark and Graphic Element.

Core colours



These colours have been selected to represent our brand.

It is important that we use these primary colours consistently to ensure a recognisable visual identity.

We have selected Pantone colours. Pantone is the world-renowned authority on colour and provides a constant resource for suppliers to refer to.

Brand typeface

Mark Pro — Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Mark Pro — Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Mark Pro

Our typefaces form an integral part of the Ambit brand identity system. Used consistently, our typefaces will help our audiences recognise us easily.

No other typefaces are to be used in direct association with our brand.

More useful stuff

1. Mark Pro is available in a wide range of weights and should be used in primary marketing and communication materials.
2. As a general rule, based on an A4 document, you should set all body copy in Mark Pro Regular 9pt.
3. Use 100% black as the font colour instead of rich black.

Our PC typeface

Montserrat — Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat — Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat

Our PC typeface, Montserrat is to be used as the default typeface when Mark Pro is not available.

Montserrat is a free google font and can be easily downloaded from the following link:

<https://fonts.google.com/specimen/Montserrat>

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