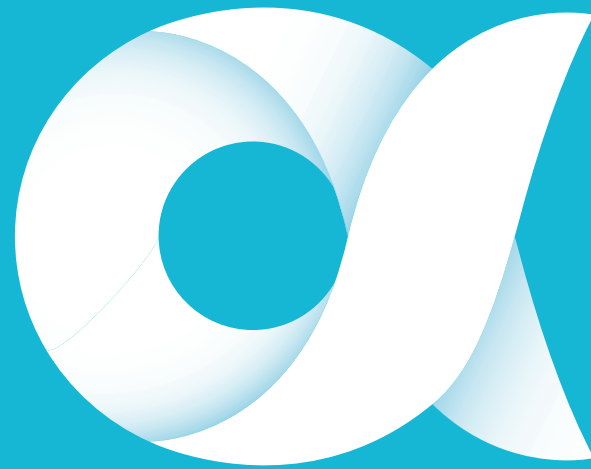
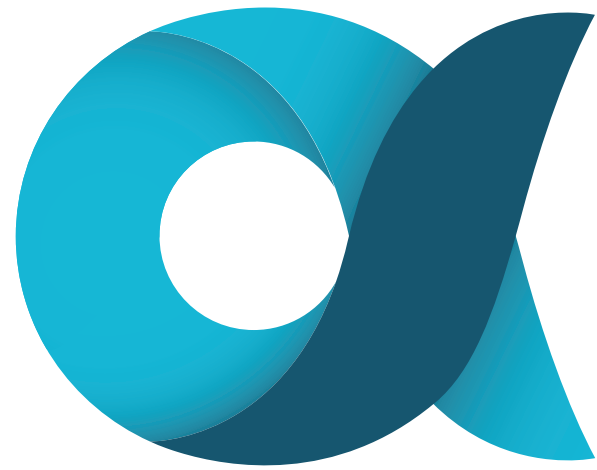




VISUAL BRAND GUIDELINES



azpiral



azpiral

## SPACING CONSIDERATIONS

Keep at least the inner hole worth of space between the logotype and other elements.



# THE LOGOTYPE

Full Signature



Brandmark

Wordmark

# OUR NAME

**Company name: Azpiral**

**Product name: AzpiralPRO**

Azpiral derived from the spiral symbol meaning constant motion and ongoing growth felt like the perfect fit for our companies' brand. Azpiral has a modern and techie feel. Its message is positive and an excellent reflection of what our product can do for our clients businesses. AzpiralPRO delivers all aspects of digital customer engagement which assists growth in customer relationships and in turn growth for our clients business.

## **Our Tagline**

**Powering digital customer engagement**

# LOGO AND LOGO USES

On dark background use the white Azpiral Logo

On white background use the Blue Azpiral Logo

## Colour Palette

Dark and light blues, white, grey

### Dark Blue

CMYK values: C=71%, M=5%, Y=13%, K=0%

Hex: #165770

### Light Blue

CMYK values: C=93%, M=59%, Y=39%, K=20%

Hex: #15b7d5

# FONT S

## Dundee font

A new design inspired by the various mastheads used in children's comic books in England, published by D.C. Thompson of Dundee, Scotland.

## **Dundee bold for headings**

Dundee Light for the body of the text



# STYLE OF PHOTOGRAPHY

## Style

Bright, crisp, human.

## Human imagery

People shopping, People at work, And People in an office, person using a device (laptop, tablet or mobile phone)

## Colours

Bright with light or dark blue tones.

# BRAND VOICE

Communication is very important for our brand. We want our voice to connect our audience to our brand. Our voice expresses our personality. We want our brand message to be consistent and reflect our brand personality. We use clear and simple language. Professional, friendly and enthusiastic tone. We use short sentences and short paragraphs paired with strong clean visuals to connect with our audience.