



**BRAND MANUAL**

The document you are about to read collects all the relevant information to the AnswerConsulting brand and its correct application.

The guidelines are intended to ensure that the brand is used correctly, on every tool and support, so that the identity of AnswerConsulting is not distorted from personal stylistic interpretations.



# AnswerConsulting

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➤ Who we are      AnswerConsulting is dedicated to empowering organizations to **maximize the potential of their existing ECM platform** by leveraging the capabilities of **Extended ECM and Module Suite**.

With our team of highly skilled and dedicated consultants, we are the **go-to authority for Module Suite-based implementations**.

Our comprehensive range of technology and services enables the implementation of intelligent business processes, driving efficiency and productivity.

➤ Our Tagline      ***We get the monkey off your back!***



# Logo

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## > Our Logo

The logo is the most recognizable visual element of our brand. The logo must never be altered, re-created, stretched, distorted or skewed in any way.

Always use high quality vector versions (.AI, .EPS, .PDF, or high-resolution JPG or PNG) of the logo.



Logo Structure



Positive version



Negative version



MINIMUM SIZE  
→ 40 mm



# Correct Usage

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# Incorrect Usage



- Do not** reproduce the logo in other colors than its official ones
- Do not** stretch or distort the logo in any direction. Always scale the logo proportionately.
- Do not** use the logo on low contract backgrounds

PALETTE



CMYK  
100 | 86 | 45 | 51  
RGB  
5 | 34 | 65  
HEX  
#052241



CMYK  
82 | 57 | 0 | 0  
RGB  
30 | 115 | 255  
HEX  
#1E73FF

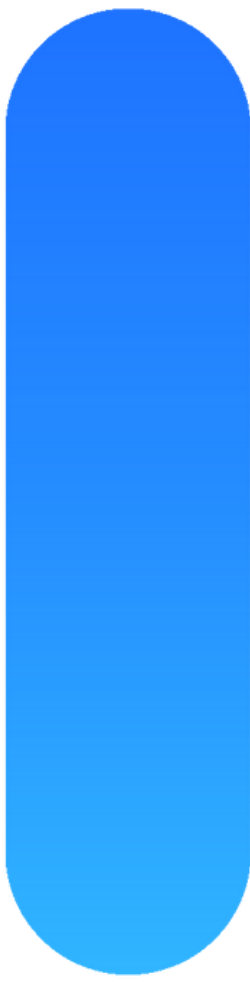


CMYK  
74 | 43 | 0 | 0  
RGB  
37 | 141 | 255  
HEX  
#258DFF



CMYK  
65 | 14 | 0 | 0  
RGB  
48 | 182 | 255  
HEX  
#30B6FF

GRADIENT



CMYK  
82 | 57 | 0 | 0  
RGB  
30 | 115 | 255  
HEX  
#1E73FF

CMYK  
74 | 43 | 0 | 0  
RGB  
37 | 141 | 255  
HEX  
#258DFF

CMYK  
65 | 14 | 0 | 0  
RGB  
48 | 182 | 255  
HEX  
#30B6FF



# POPPINS

Thin

*Thin Italic*

Extra Light

*Extra Light Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Semibold**

***Semibold Italic***

**Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***

**Black**

***Black Italic***

