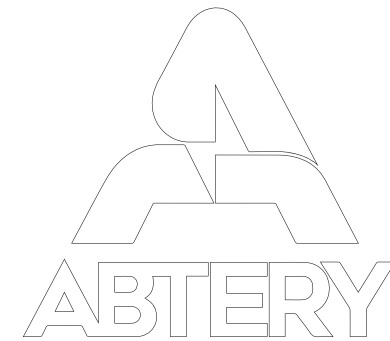# ABTERY

VISUAL IDENTITY

VALID FROM JANUARY 2019

LOGO VERSIONS

The Abtery logo consists of a large A with an incorporated lightning to symbolise the electrification. Below is the Abtery name, with or without tagline.

ABTERY.COM

POWERED BY ABTERY

ABTERY
ADVANCED DRIVE SYSTEMS

ABTERY

Attention; This stroke logo is a concept version and should only be used in rare occations where the design fits. It shall also never be printed on a printer that can't dot the line out clearly.

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COLORS

Abterys main colors are those listed below. These colors can be used in any combination as long as it looks great!

BLACK

C: 0   R: 0
M: 0   G: 0
Y: 0   B: 0
K: 100   HEX: #000

NAVY

C: 88   R: 27
M: 73   G: 34
Y: 55   B: 43
K: 70   HEX: #1b222b

YELLOW

C: 4   R: 249
M: 0   G: 240
Y: 59   B: 138
K: 0   HEX: #f9f08a

GREY

C: 0   R: 164
M: 0   G: 164
Y: 0   B: 164
K: 100   HEX: #a4a4a4

WHITE

C: 0   R: 255
M: 0   G: 255
Y: 0   B: 255
K: 0   HEX: #fff

TYPOGRAPHY

Abtery's typography is the typeface Proxima Nova, and can be used in all weights. The logo use a different font, Renogare. Proxima Nova is mostley used with ALL CAPS AND 100-180 TRACKING.

Proxima Nova Thin
Proxima Nova Light
Proxima Nova Regular
Proxima Nova Semi Bold
Proxima Nova Bold
Proxima Nova Extra Bold
Proxima Nova Black

Proxima Nova Thin
Proxima Nova Light
Proxima Nova Regular
Proxima Nova Semi Bold
Proxima Nova Bold
Proxima Nova Extra Bold
Proxima Nova Black

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The logo font is Renogare, but is only used in the logo.

Renogare Regular

ELEMENTS

Abtery use 2 defining graphical elements in it's visual identity. The triangel facing down and the particels. These elements can be used to spark things up.

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