

# Brand *Guidelines*

2022



The  
*Logo*

01



## *Lockup*

Our lockup is set in color Green Black when placed on the light background and in white when placed on the dark background.

The proportion, spacing and placement between each letters should not be changed.

It is applicable on various brand color backgrounds.





## *Symbol*

Our symbol visualizes the spark that is created when people come together in the town square in an abstract and geometric form.

This symbol is set in color Green Black when placed on the light background and in white when placed on the dark background.

It is applicable on various brand color backgrounds.





## *Logotype*

Our logotype is the representation of our brand archetype—The Sage—visualized through serif letterforms with smart yet approachable look and feel.

This logotype is set in color Green Black when placed on the light background and in white when placed on the dark background.

The proportion, spacing and placement between each letters should not be changed.

It is applicable on various brand color backgrounds.

andela



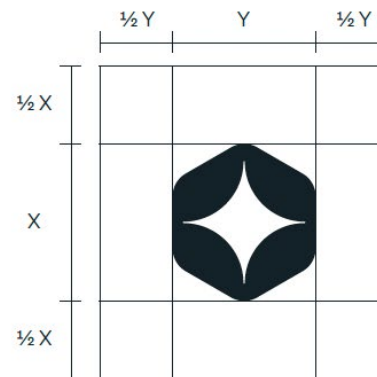
## Clear Space

The logo should always be given a generous field of clear space, in any application, to ensure its legibility and impact.

This isolates the logo and protects it from competing visual elements such as text, photos, and graphics.

The minimum amount of clear space that should surround the lockup and logotype is equal to the height and width of the e.

The minimum amount of clear space that should surround the symbol is equal to the height and width of the symbol.





## *Incorrect Usage*

Any misuse of the logo diminishes its integrity and that of the brand as a whole.

Shown are some common misuses that must be avoided when designing with the logo.

Remember that the logo must never, under any circumstances, be redrawn, modified, or altered in any way.



1. Do not use unapproved colors



2. Do not distort



3. Do not change spacing



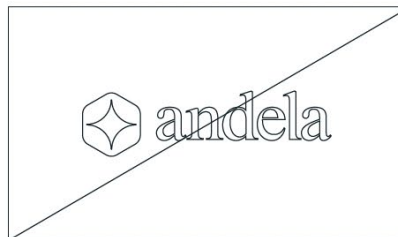
4. Do not place on an angle



5. Do not re-typeset logo



6. Do not add effect



7. Do not outline



8. Do not invent new lockup



Color  
*Palette*

02





## *Primary Palette*

Primary colors should be used in important brand moments to build recognition and association for our brand.

Emerald is only be used for CTAs and text highlights

### **Green Black**

HEX #132128  
RGB 14 33 41  
PANTONE 5463 C  
CMYK 86 69 59 69

### **Kale**

HEX #173B3F  
RGB 2 60 64  
PANTONE 5473 C  
CMYK 93 58 60 50

### **Opal**

HEX #B0D6CE  
RGB 165 214 205  
PANTONE 4162 C  
CMYK 35 2 22 0

### **Emerald**

HEX #56C870  
RGB 86 200 112  
PANTONE 2420C  
CMYK 72 0 83 0

### **Grey**

HEX #E6E6E6  
RGB 229 229 229  
PANTONE Cool Grey 2C  
CMYK 0 0 0 10

### **White**

HEX #FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0



## *Color Palette Usage: Logos*

When placing logos including lockup, logotype and symbol on a background color or an image, stick to the suggested usages on this page.

1. Green black logo on white background
2. White logo on green black background
3. White logo on kale background
4. Green black logo on opal background
5. Green black logo on grey background
6. White logo on an image





The  
*Typefaces*

03



## *Headline Font*

### **Inria Serif**

Inria Serif Regular is our headline font. It is chosen for its intelligent yet approachable look and feel.

Inria Serif family can be downloaded [here](#)

# Inria Serif

Light / Regular / *Italic* / **Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



## *Secondary Font*

### **Inter**

It is chosen for its clear and grounded look and feel.

Inter family can be downloaded [here](#)

# Inter

Light / Regular / Medium / **Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



For access to official artwork and any questions regarding the Andela identity, please contact:

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