Augmen+
Technologies

Brand Guide 0.1

The AT Logo

The brand's symbol is a stylised approach of the letter A; a mark that is synonymous with innovation, reliability and spirit of excellence. On another level, the symbol resembles the Chinese character "人" (human), reflecting the essence of AT's brand that utitlises technology to enable better security solutions and manpower orchestration.

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The slanted rectangle represents customer's incumbent solutions.
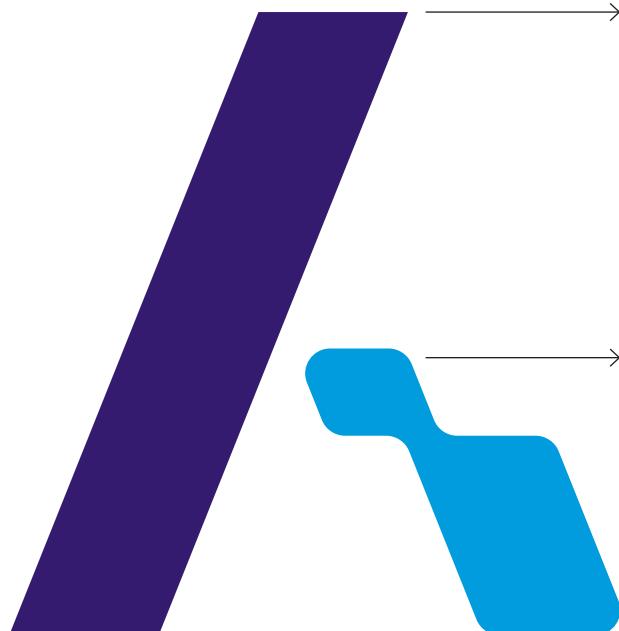
The fluid element symbolises AT's digital solutions that is capable of fitting into the customer's needs with a suite of digital solutions.

The AT Colours

To maintain the highest level of consistency to the brand, users are encouraged to adhere to the prescribed colours in its multiple colour codes, depending on the platform of application.

PANTONE 280 U

PANTONE 2925 U

PANTONE
PROCESS
BLACK U

Spot colours

(for accuracy, please refer to pantone book)

C90 M100 Y0 K30

C75 M18 Y0 K0

C0
M0
Y0
K100

Process colours

R53 G27 B111
#351B6F

R0 G156 B222
#009CDE

R48 G46 B44
#302E2C

Digital colours

Specifications

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Logo clear space

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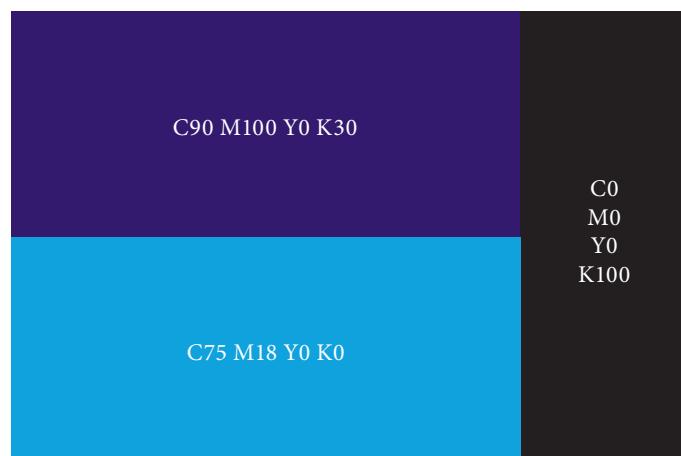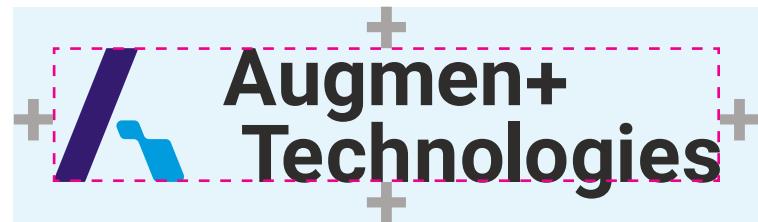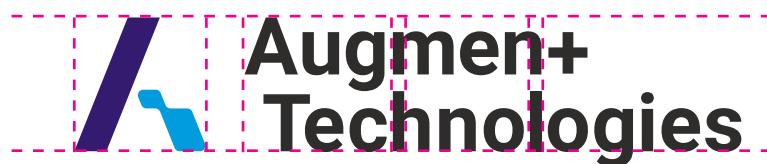
Logo construction
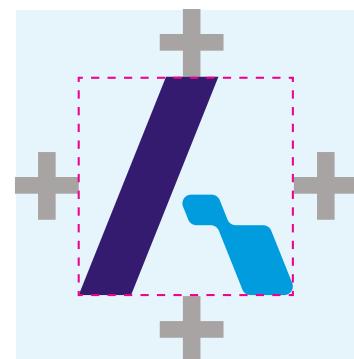
**Symbol clear space
(when used on its own)**

Minimum size

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300mm

Augmen+ Technologies

Full colour

Augmen+ Technologies

Solid Purple

Augmen+ Technologies

Solid Blue

Augmen+ Technologies

**Solid Black**

Styles

Colour logo on Black

Reverse White logo on Black

Logo on Purple

Logo on Blue

Primary Typeface - Roboto

Roboto is the primary font used for all brand's wording. It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondence.

ROBOTO

ABCDEF
abcdef1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Alternate Typeface - Helvetica

In the event that Roboto is unavailable, Helvetica may be used as an alternative.

HELVETICA

ABCDEF
abcdef1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Brand Graphic Elements

The brand mark can be used as a graphic extension for all its visual identity applications with preset placement and framing of the brand mark in both horizontal and vertical orientation. The desired outcome of the treatment is to consistently showcase the letter "A" in various framing.

Kindly refrain from creating the design, a softcopy will be made available upon request.

Vertical format

Brand Graphic Elements

Horizontal format

Brand Graphic Elements - Design Applications with Primary Colours

The following are the key examples of the possible design treatment. At all times, framing and corporate colours guidelines must be observed.

White on Purple

Blue on Purple

Full colour on White
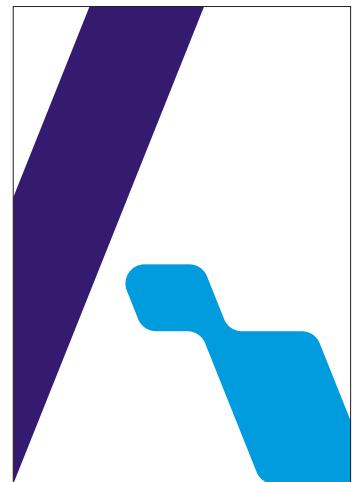
White on Blue

Purple on Blue

Full colour on White

90% Blue on Blue

90% Purple on Purple

Brand Graphic Elements -
Design Applications
with Shades

The following are the key examples of the possible design treatment. At all times, framing and corporate colours guidelines must be observed.

10% Black brand mark

10% Purple brand mark

10% Blue brand mark
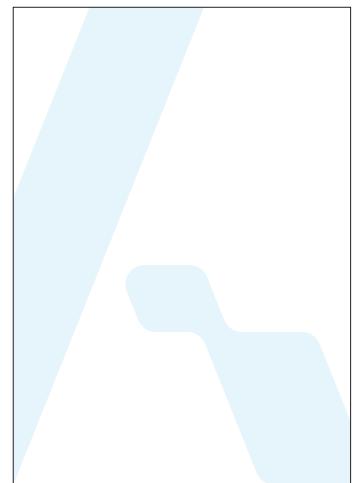
10% Black background

10% Purple background
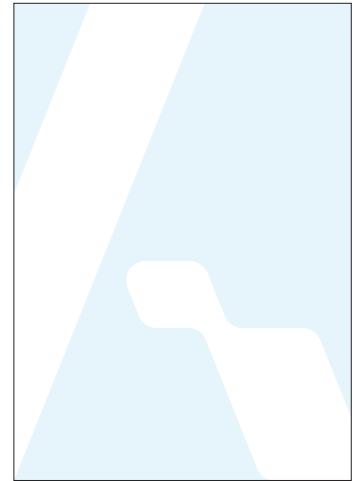
10% Blue background

Brand Graphic Elements -
Design Applications
with Pictures

The following are the key examples of the possible design treatment. At all times, framing and corporate colours guidelines must be observed.

Opacity over image

Masking

Solid colour on image

Full colour on image

Powerpoint Presentation - Colours

Throughout the powerpoint slides, apart from full colour images and complex infographics, users have to adhere to the corporate colours with its stipulated shades indicated below.

However, all headers and sub-headers will be in 100% Black or reverse white when it is placed on a dark background, unless otherwise indicated.

100%	90%	80%	70%	60%	40%	20%

100%	90%	80%	70%	60%	40%	20%

| 100%	90%	80%	70%	60%	40%	20%
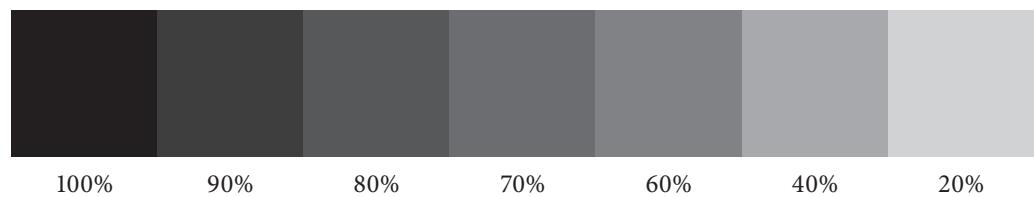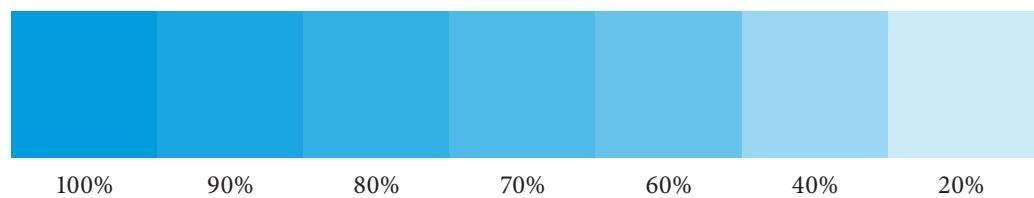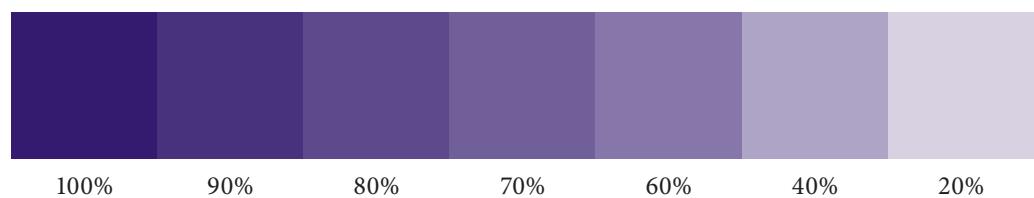
Powerpoint Presentation - Design and Layout

All powerpoint slides are designed to keep things simple and instill a sense of discipline to minimise content to avoid over cluttering.

Title slide

Insert Title Here

Slide with text and picture

Insert Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

02

Divider slide

Place Section Divider Here
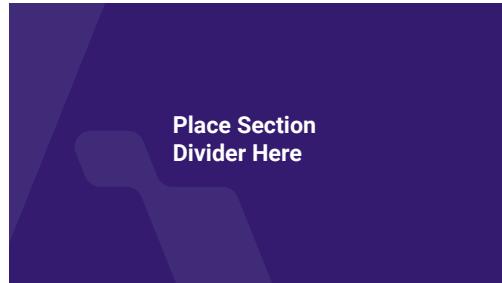
Slide with text and graphics

Insert Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

03

Divider slide with picture

Place Section Divider Here
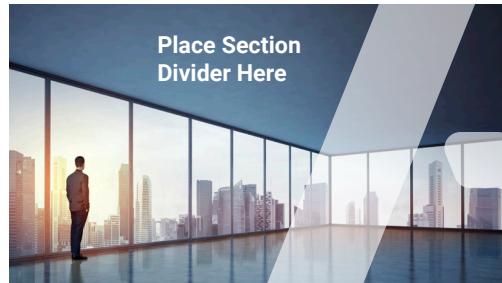
Slide with charts

Insert Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

04

Slide with content occupies less than half screen

Insert Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

01
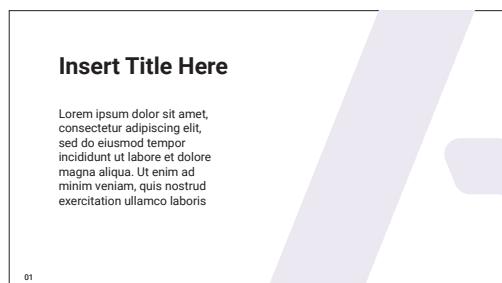
Slide with tables

Insert Title Here

LOREM	LOREM	LOREM	LOREM	LOREM
LOREM IPSUM	LOREM IPSUM	LOREM IPSUM	LOREM IPSUM	LOREM IPSUM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

05

Powerpoint Presentation - Design and Layout

Title slide

1. Background Image

There are two preset background images with different colour combination to be selected as title slide.

2. Header

Font
Roboto Bold
Size
95pt

Powerpoint Presentation - Design and Layout
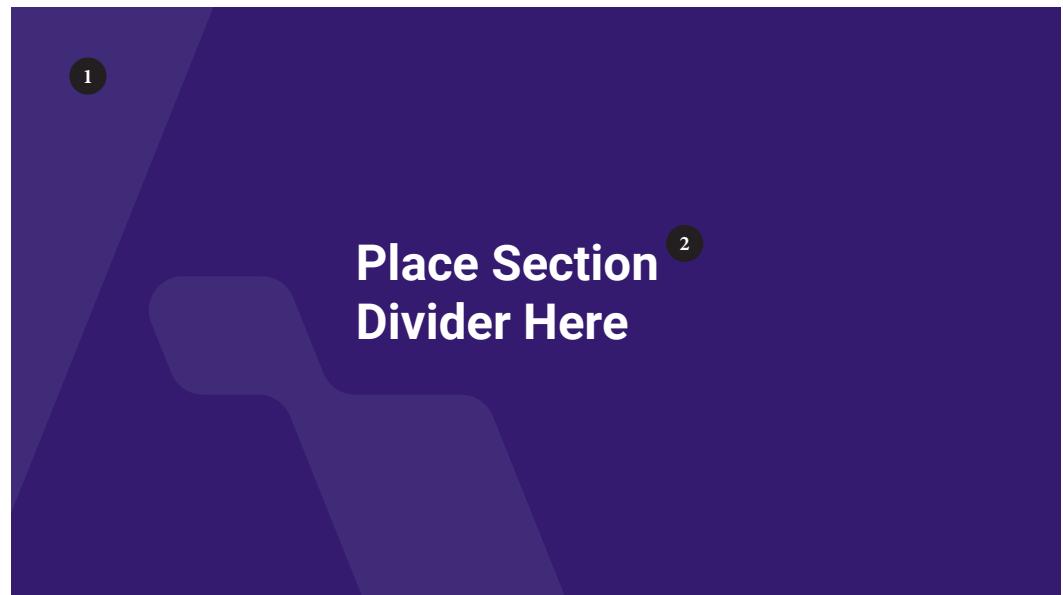
Divider slide

1. Graphic

One colour with 90% tone will be applied to all divider slides.

100%   90%

100%   90%

100%   90%
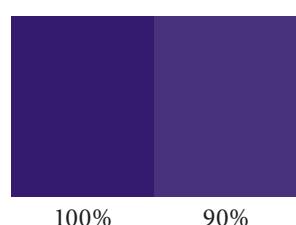
2. Header

Font
Roboto Bold
Size
60pt
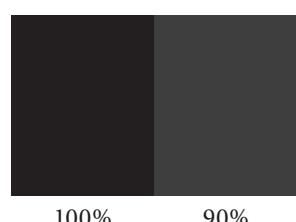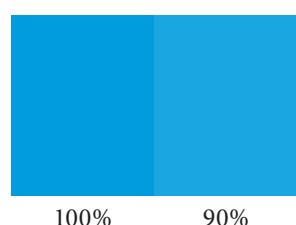
Powerpoint Presentation - Design and Layout

Divider slide with picture
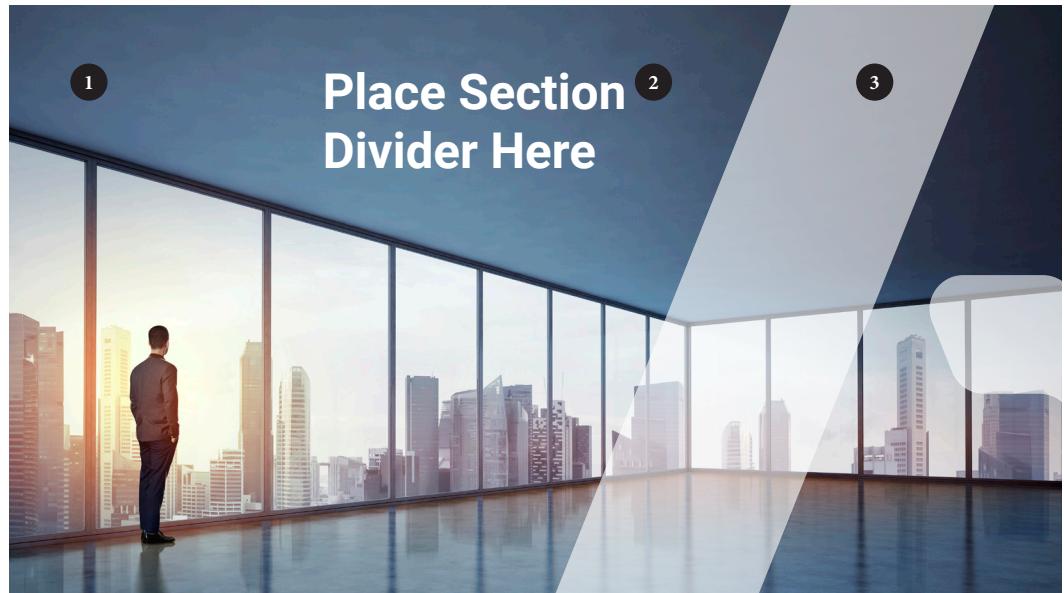
1. Background image

Select an uncluttered picture for a sleek and clean look for the dividers.

2. Header

Font
Roboto Bold
Size
60pt

Always place the section title on a clean background to ensure legibility.

3. Graphic

Apply opacity to the graphics according to the brightness of the image used.

Powerpoint Presentation - Design and Layout

Slide with content occupies less than half screen
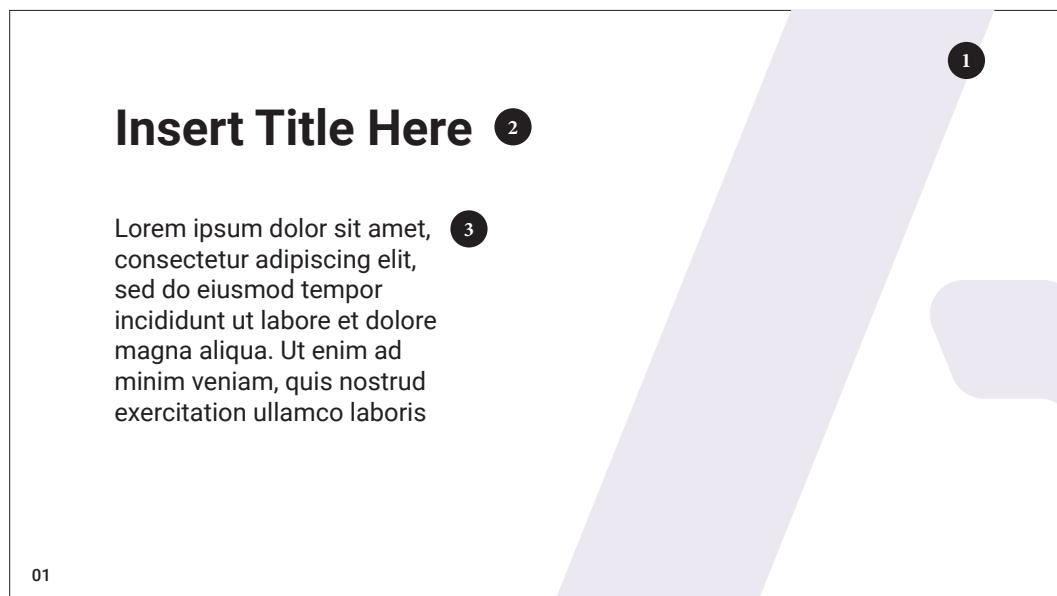
1. Background Image

For slides with content that takes less than half of the screen, user may select a background image that reveals more graphics with the stipulated colours

2. Header

Font
Roboto Bold
Size
60pt

3. Body Text

Font
Roboto Regular
Size
30pt

Powerpoint Presentation - Design and Layout

Slide with text and picture

1. Background Image

For slides with heavy content, there are two preset background images to select from, colours are predominantly kept to minimal for greater legibility.

10% Purple triangle with Purple brand mark.

**10% Blue triangle with Blue brand mark.**

2. Header

Font
Roboto Bold
Size
60pt

3. Body Text

Font
Roboto Regular
Size
30pt

Powerpoint Presentation -
Design and Layout

Slide with text and graphics
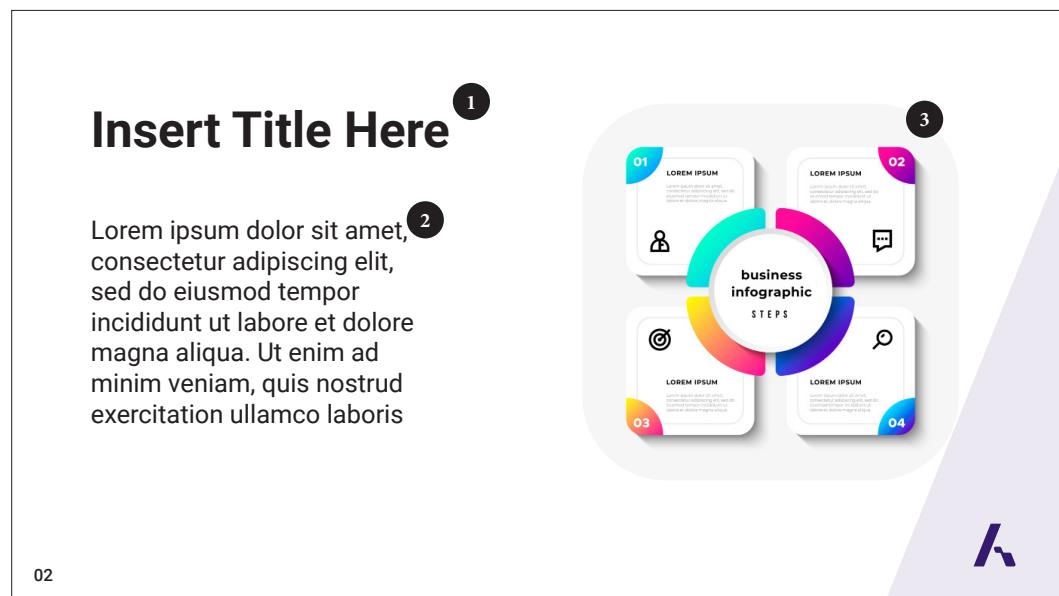
1. Header

Font
Roboto Bold
Size
60pt

2. Body Text

Font
Roboto Regular
Size
30pt

3. Infographics

Simple, 2 dimensional infographics are to be used for all graphic presentations with no more than one colour for each individual icon.

Samples:

Powerpoint Presentation - Design and Layout

Slide with charts
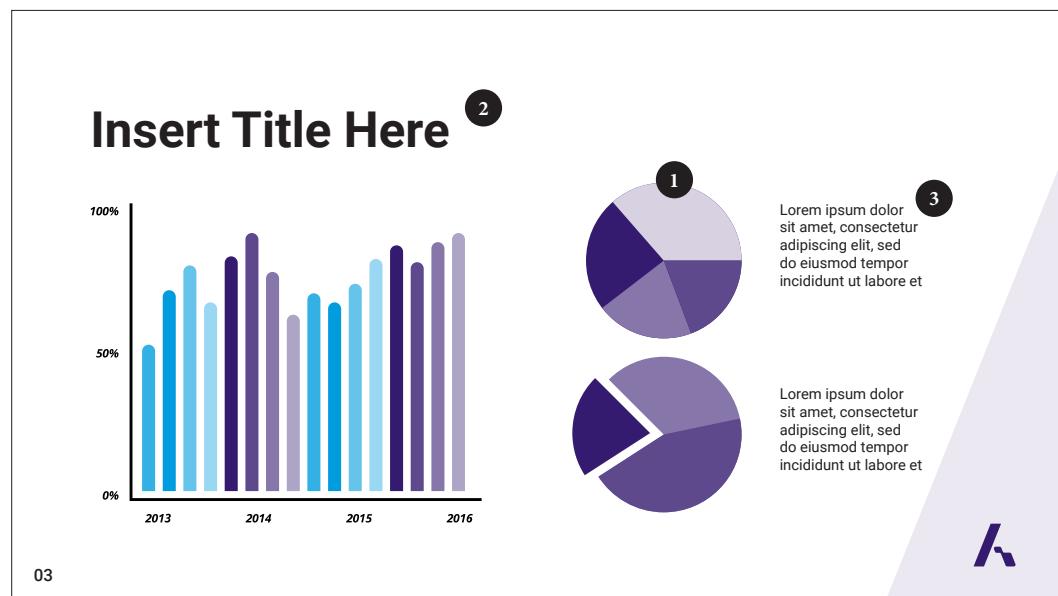
1. Colours for charts

Corporate Purrple and Blue will be applied to all charts by using the shades indicated below. When neccessary, Black can be considered as well.

100%	90%	80%	70%	60%	40%	20%

100%	90%	80%	70%	60%	40%	20%

| 100%	90%	80%	70%	60%	40%	20%
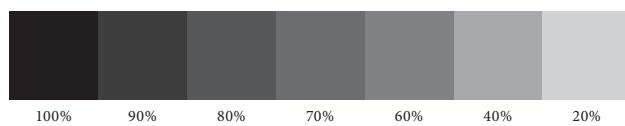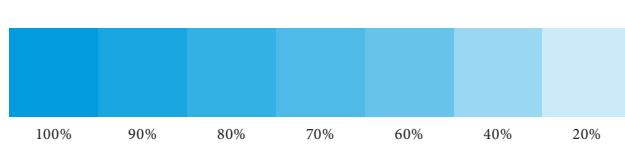
2. Header

Font
Roboto Bold
Size
60pt

3. Body Text

Font
Roboto Regular
Size
18pt

Powerpoint Presentation -
Design and Layout

Slide with tables

Insert Title Here ①

③ LOREM	LOREM	LOREM	LOREM	LOREM ②
④ LOREM IPSUM	LOREM IPSUM	LOREM IPSUM	LOREM IPSUM	LOREM IPSUM
⑤ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

04

1. Header

Font
Roboto Bold
Size
60pt

2. Bar

At all times, use
coporate Purple or
Black for the bars and
a lighter shade of black
for the tables.

3. Bar header

Font
Roboto Bold
Size
20pt

4. Table header

Font
Roboto Bold
Size
16pt

5. Table body copy

Font
Roboto Regular
Size
16pt

Electronic Direct Mailer (EDM)

All main visual of the EDMs are divided into half for imagery and content, this is to avoid having too much content that might potentially deter the viewers from consuming the information of the EDM.

50% Key visual

50% Key content
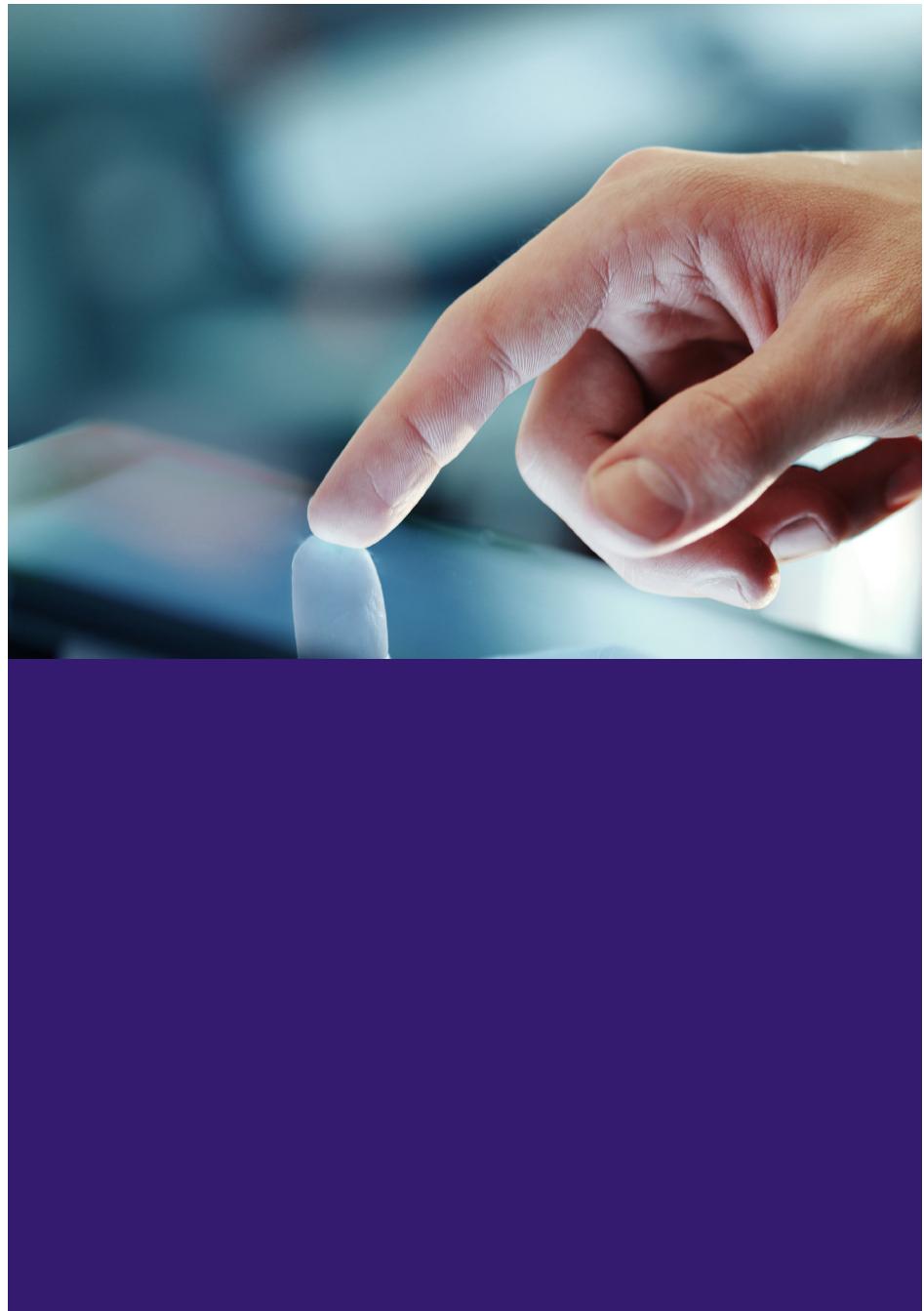
Electronic Direct Mailer (EDM)

All main visual of the EDMs are divided into half for imagery and content, this is to avoid having too much content that might potentially deter the viewers from consuming the information of the EDM.

To be continued...