Personalised communication to millions

agillic
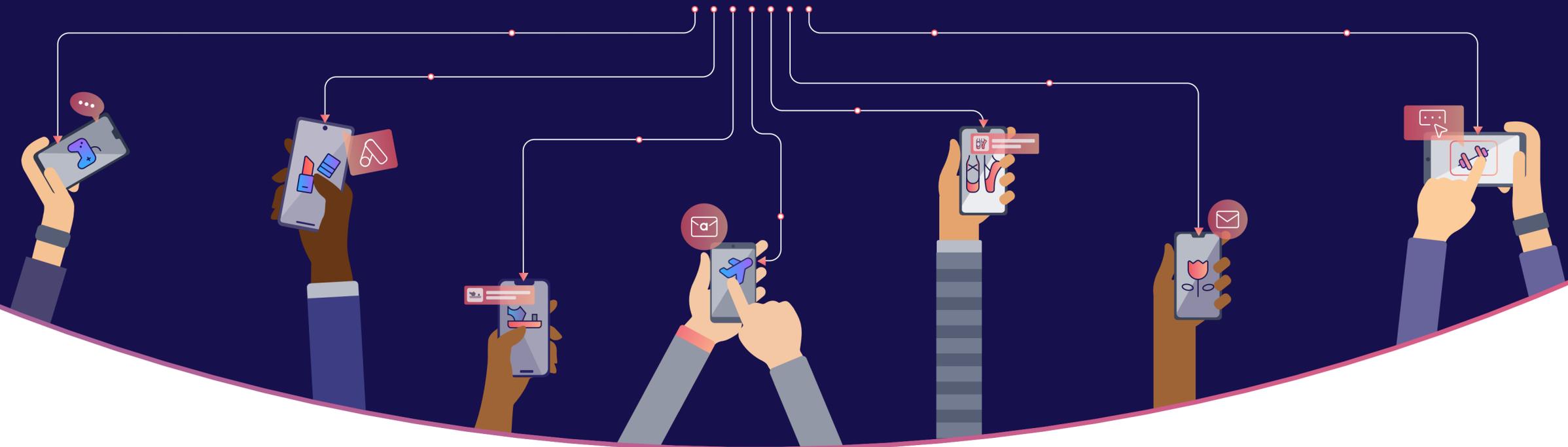
# The Agillic logo style guide
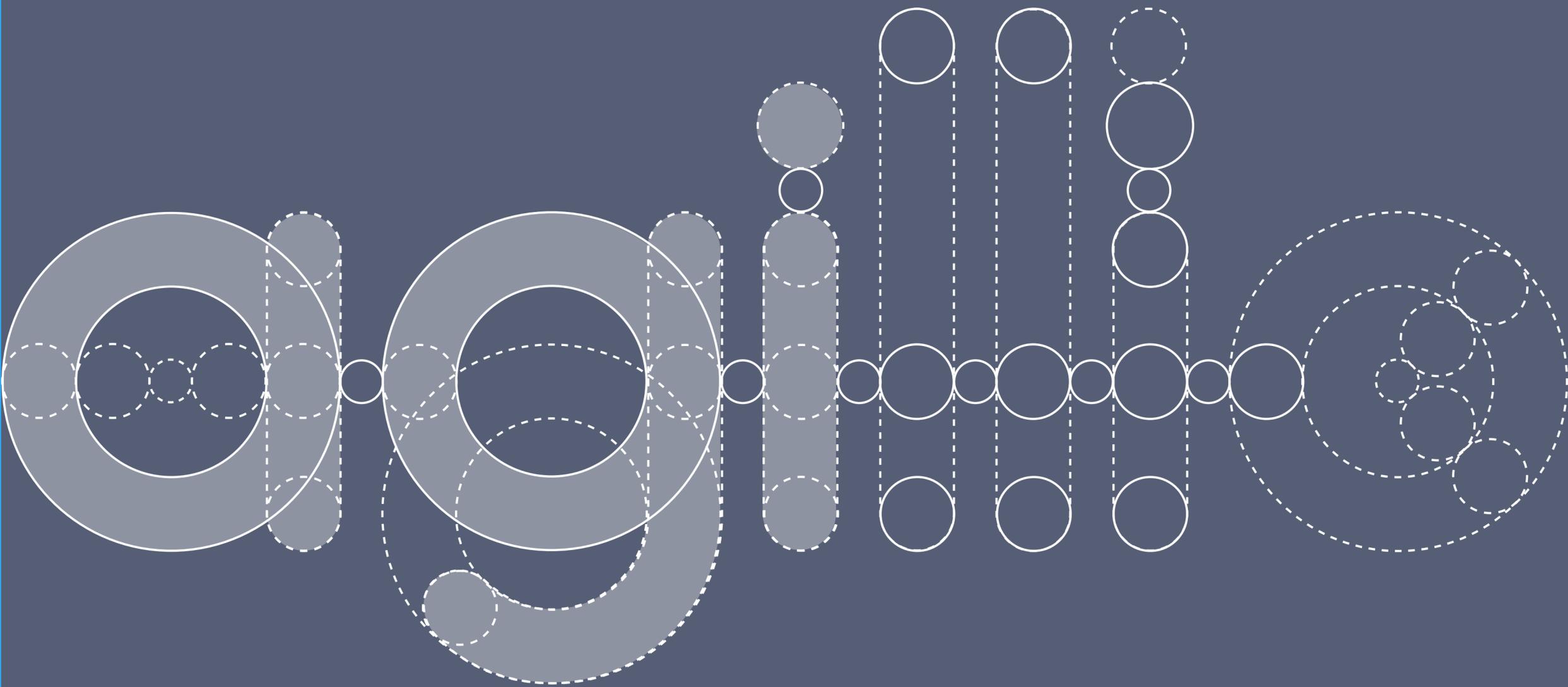
Agillic Logo

Primary Logo

We have selected a multichrome logo to represent our product, which is a dynamic, agile, colourful and multi-faceted omnichannel solution.

Our logo comes in two simple, ready-to-use versions: one for use on light backgrounds, and one for use on dark backgrounds.

Logo Construction

Our logo is based on simple shapes. It is carefully constructed to maintain unique characteristics while allowing for perfect legibility at any size, on any application.
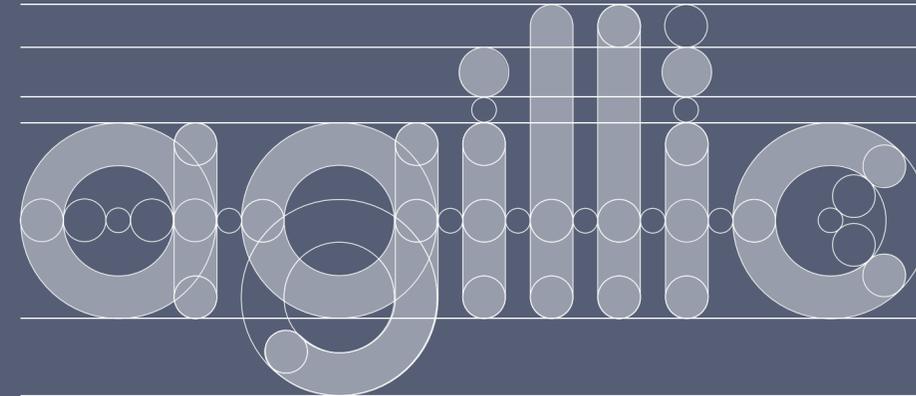
Logo Gradients

We are an omnichannel marketing automation platform - our job is to make multifaceted, complex cross-channel communications simple. Using the gradient within a simple, classic shape represents that complexity-simplicity duality.
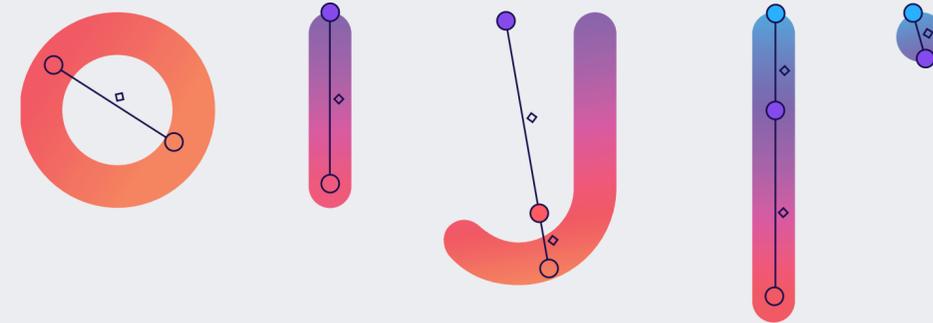
Logo Clearspace

The clearspace around the logo placement should always be equal to the height of the "a" within the logo. This gives the logo space to breathe and ensures it is balanced within its placement, no matter the size at which it is used.

Please always ensure that there is sufficient space around the logo.

Minimum Size

For versatility, our logo is designed to scale down to a small size for print and screen.

The smallest size it should be used at is 50 pixels wide, or 2cm wide.

agillic

22px

22px for digital media
Approx 0.88cm for print

agillic | 22px

50px

50px for digital media
Approx 2cm for print

agillic This big is 50px
in real world
50px

Secondary Logo

Our secondary logo is derived from our primary logo, and exists for special usage.

This is the Agillic platform logo and favicon. These derivations should never be used in other circumstances.


Favicon
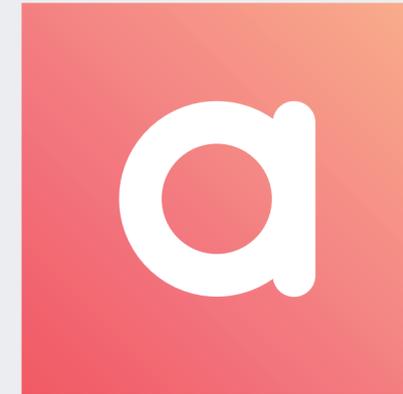
Agillic Platform

Secondary Logo Clearspace

Clearspace around the secondary logo is equal to half the height of the "a".

Please always ensure that there is enough space around the secondary logo.

1/2 X   X   1/2 X

Minimum Size

For versatility, our secondary logo is designed to scale down to a small size for print and screen.

The smallest size it should be used at is 15 pixels wide, or 1cm wide.

15px

15px for digital media
Approx 1cm for print

15px

50px for digital media
Approx 2cm for print

This big is 15px
in real world
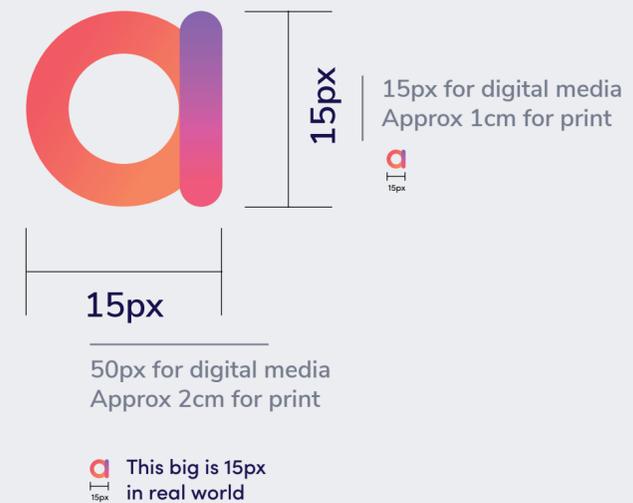
Logo Placement

We do not have restrictions on the logo placement. As long as there is enough clearspace around the logo, it can be placed in corners. Please consider alignment when placing the logo.

Aligning Logos

Aligning partnership logos should follow clearspace rules.
You can separate between the logos by creating a verticle line the same size as the bigger logo.

Logo Usage

The Agillic logo is only to be used in multichrome and in white.
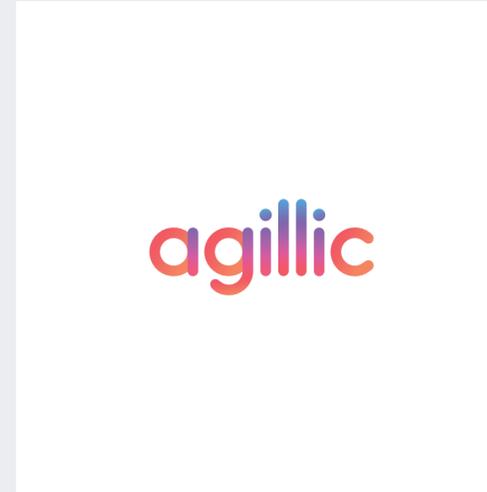
✓ The multichrome logo should only be used on a solid white or Agillic's dark blue background. There are no exceptions to this rule!

✓ Use the Agillic white logo on gradients

✓ Use the Agillic white logo on solid colours

✓ Use the Agillic white logo on photos

Logo Misuse

Our logo and its components must never be altered or modified in any way. The logo should always be placed in a prominent position to appear clear and distinct across all on and offline designs.

⚠ Do not rotate the logo

⚠ Do not stretch or distort the logo

⚠ Do not manipulate the gradients angles

⚠ Do not use different colours

⚠ Never crop the logo

⚠ Do not pair the logo with marks that may be considered part of the logo

⚠ Do not use the multichrome logo on a colourful background

⚠ Do not recreate the logotype

⚠ Do not manipulate the distance between letters

⚠ Do not use heavy or solid drop shadows

⚠ Do not manipulate the letters' aspect ratio

⚠ Never mirror the logo

Special Circumstances

Occasionally, the logo must be used in circumstances where the proper usage is not clear. Here is what to do.

The problem

❗ Don't use the white logo on low-contrast photos

❗ Don't use the logo on the low-contrast areas

❗ Don't use multichrom logo on photos

The solution

✅ Blur the photo and apply low opacity Agillic dark-blue

✅ Dim the photo using the Agillic dark-blue

✅ Use the Agillic white logo on photos

Thank you