

# Logo Manual



# Primary logotype

Our main logo is inspired by online designs, like the shape of a button and the green circle you see when someone is online to chat. That's why we use a lowercase "a" in "active", just like how you'd type a website address.



# Negative logotype

Our logo also has a negative version. Use it on background where the primary logotype would not stand out and look good enough.



# Logotype construction

Never change the construction of the logotype. Use it in the original form and be consistent.



# Primary BW logotype

Example of the logo when printed  
in black and white.



# Negative BW logotype

Logo sample on black background.



# Primary icon



This icon looks great on social media. You can also use it as a supplement on materials where you have already placed the main logotype, for image-driven merchandising in an environment where the brand is already known, or in applications that do not allow the minimum size of the main logotype.



# Negative icon

Icon sample on green background.



# Primary icon

Example of the icon when printed  
in black and white.



# Negative icon

Icon sample on black background.



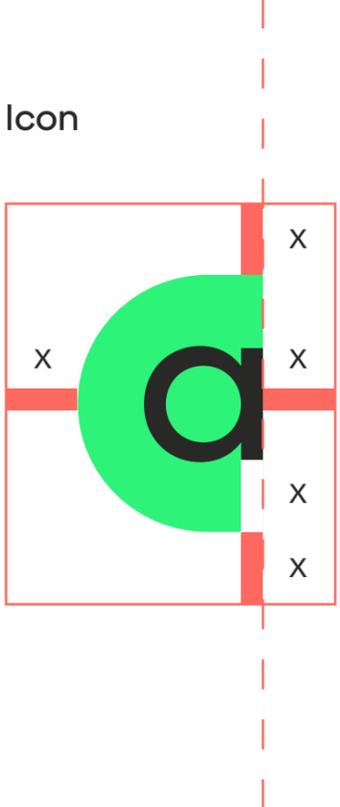
# Safe zones

Logotype



 =  = x

Icon



Play safe and stick to the safe zones. If you do, you can be sure that the logotype will be recognizable and distinctive.

The safe zone is formed by taking the distance from the foot of the lower edge of the letter "a" and applying it to all sides of the logo.

We follow the same rules for the icon.



# Minimal sizes

Never make the logo smaller, just bigger.

The minimum allowed size guarantees the lowest limit for good visibility at any print and resolution.



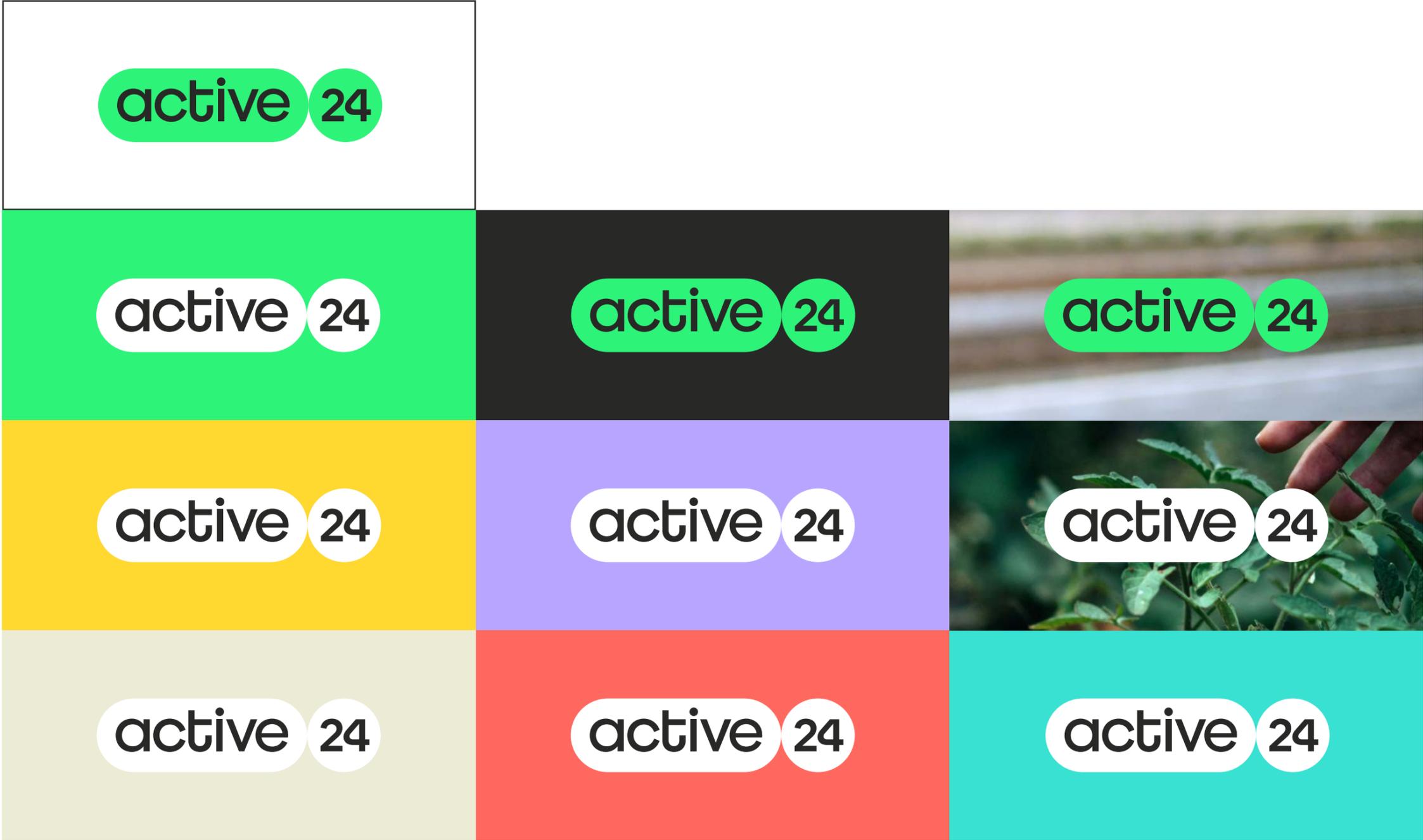
Minimal size  
300 px / 45 mm



Minimal size  
100 px / 20 mm



# Color combinations



This is how you combine the logo with different backgrounds and keep it clear.

We use white logos on colored backgrounds. We can only use the green logo on a black background.

For photos, we follow the best contrast and legibility of the logo.



# Prohibited options

Never transform the logo, rotate it, add outlines or use these combinations of black and green.



# Primary colors

**Active green**

HEX: 2EF379  
RGB: 46 / 243 / 121  
CMYK: 62 / 0 / 76 / 0  
PANTONE 7488 U

60 %

40 %

20 %

HEX: 19ED56

Hover

**Active black**

HEX: 282828  
RGB: 40 / 40 / 40  
CMYK: 0 / 0 / 0 / 95  
PANTONE BLACK 6U

**White**



# Secondary colors

<p><b>Champagne</b></p> <p>HEX: ECEBD5            RGB: 236 / 235 / 213            CMYK: 10 / 5 / 20 / 0            PANTONE WARM GREY 1 U</p>	<p><b>Mint</b></p> <p>HEX: 38E1D1            RGB: 56 / 255 / 209            CMYK: 62 / 0 / 30 / 0            PANTONE 324 U</p>	<p><b>Mustard</b></p> <p>HEX: FFD830            RGB: 255 / 216 / 48            CMYK: 0 / 14 / 85 / 0            PANTONE 128 U</p>	<p><b>Lavender</b></p> <p>HEX: B8A5FF            RGB: 184 / 165 / 255            CMYK: 36 / 38 / 0 / 0            PANTONE 2072 U</p>	<p><b>Red</b></p> <p>HEX: FF685E            RGB: 255 / 104 / 94            CMYK: 0 / 71 / 55 / 0            PANTONE 4058 U</p>
60 %	60 %	60 %	60 %	60 %
40 %	40 %	40 %	40 %	40 %
20 %	20 %	20 %	20 %	20 %
<p>Hover</p> <p>HEX: E2E1C2</p>	<p>Hover</p> <p>HEX: 20D3BC</p>	<p>Hover</p> <p>HEX: FFC61B</p>	<p>Hover</p> <p>HEX: 9C85FF</p>	<p>Hover</p> <p>HEX: FF463E</p>

