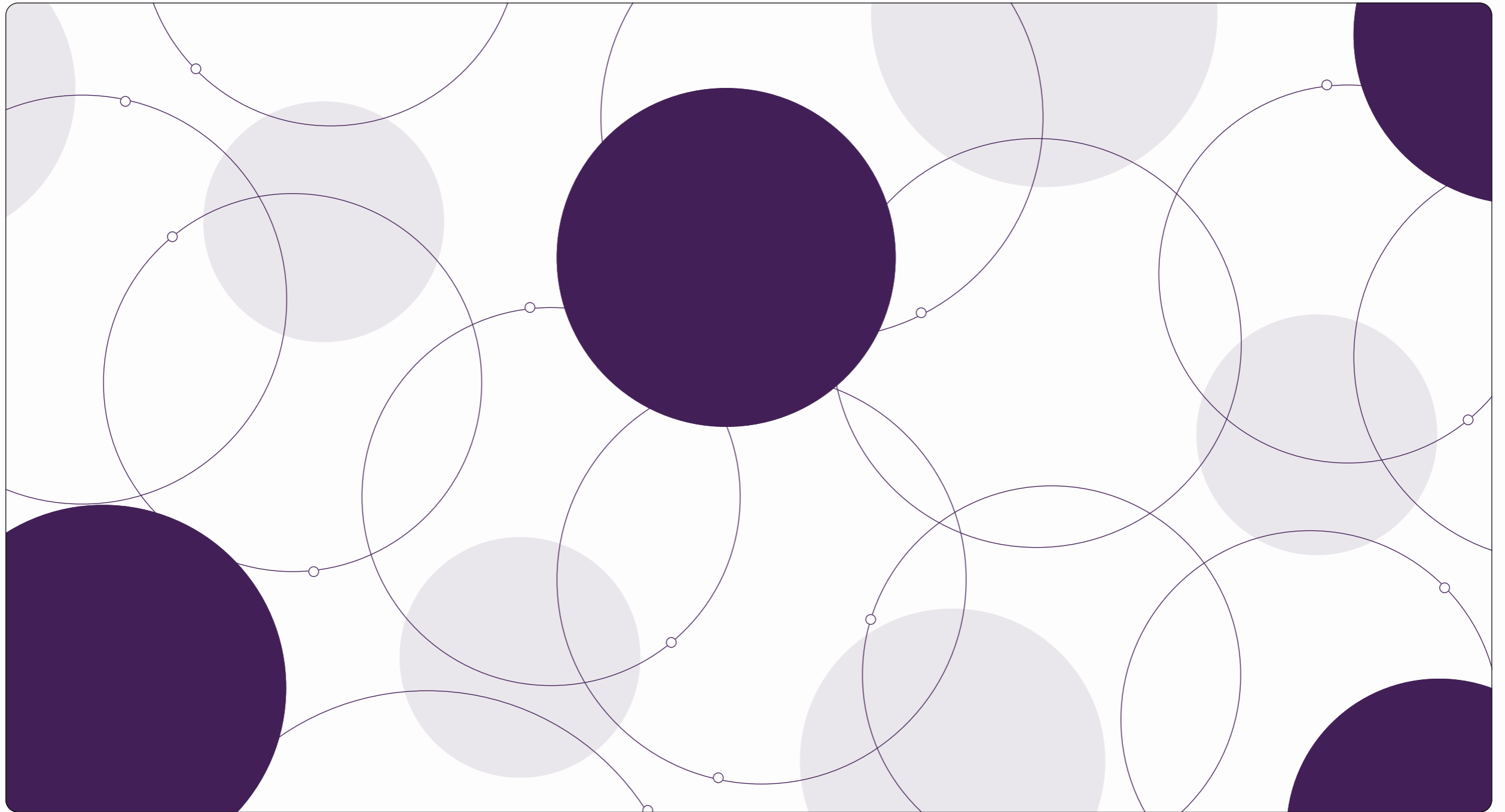


Acentrik

Brand Guidelines



Welcome to Acentrik's brand guidelines.

Our brand open a world of possibilities in the realm of data. With our logo, trademarks, and visual assets, we are carving a new path for designing for data exchanges.

This document will guide you through the basic and essential elements of Acentrik branding and identity. Adhering to these guidelines will be crucial for maintaining a consistent and effortless experience of Acentrik.

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Introduction

INTRODUCTION

What is Acentrik?

Acentrik is

Innovative

Reliable

Ambitious

INTRODUCTION

Vision, mission, and values

VISION

We enable organizations worldwide to fully unlock and leverage data for new value streams and opportunities

MISSION

To enable data sharing, Acentrik provides organizations with a data exchange platform that preserves privacy and control

VALUES

Innovation, Integrity, Transformative, Collaboration

INTRODUCTION

Voice and tone

BRAND PERSONALITY

Following the Magician branding archetype, Acentrik's primary brand personality lies in being innovative, relatable, and ambitious.

VOICE AND TONE

To reflect our branding, Acentrik's voice across all communications strives to be reassuring, confident, and feel authentic.

Logo

LOGO

Logo and logomark

HORIZONTAL LOGO

The essence of Acentrik lies in innovation, reliability, and ambition. These core concepts are infused in our logo and logomark. The horizontal logo is our primary logo and should be used in most communications.

LOGOMARK

The logomark can be used on applications where the horizontal logo may not work. Examples of this include favicons or avatars. This ensures greater visibility on the screen.

The horizontal logo consists of the word "Acentrik" in a bold, sans-serif font. The letter 'i' is lowercase and has a dot above it. The letter 'k' is lowercase and has a dot above it. The rest of the letters are uppercase.The logomark consists of the letters "Aik" in a bold, sans-serif font. The letter 'i' is lowercase and has a dot above it. The letter 'k' is lowercase and has a dot above it. The letter 'A' is uppercase.

LOGO

Background colors

AGAINST BLACK

Background colour: Black #121212

Logo and Logomark colour: White #FDFDFD

Note that the entire logo and logomark must be white against the Acentrik purple background. No color differentiation must be applied.



AGAINST WHITE

Background colour: White #FDFDFD

Logo and Logomark colour: Black #121212 + Acentrik Purple #5A2D8A

Note that the entire logo and logomark must be purple against the Acentrik purple background. No color differentiation must be applied



AGAINST ACENTRIK PURPLE

Background colour: Acentrik Purple #5A2D8A

Logo and Logomark colour: White #FDFDFD

Note that the entire logo and logomark must be white against the Acentrik purple background. No color differentiation must be applied.



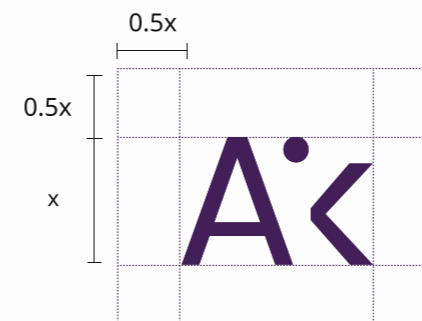
LOGO

Clearspace around logo

Having the right amount of space around the logo ensures the legibility of it. This creates a safe distance from other visual elements such as text or supporting graphics.

It is essential that the clearspace must be used with these proportions whenever the logo is used.

This spacing is determined by x , which takes the height of the letter "e" in the wordmark.



LOGO

Minimum size of logo

Depending on the mode and channel of communication, the application of the primary logo and logomark varies.

To maintain legibility, the Acentrik logomark must be taller than 10mm when used in print, and have a height of at least 24px when used on digital displays.

On Screen - Desktop and Tablet

24px | Acentrik

24px | Aκ

On Screen - Mobile

16px | Acentrik

16px | Aκ

On print

10mm = 38px | Acentrik

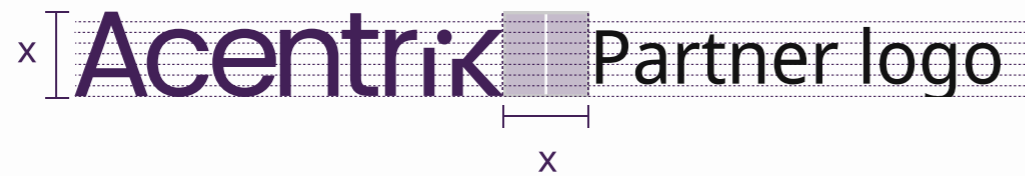
10mm = 38px | Aκ

LOGO

Partnerships

When creating a partner or sponsorship lock-up, use the following placement and proportions. Both logos should have similar visual weight. You may adjust the logo sizes to achieve this, but always maintain the specified spacing. Rules on clearspace and minimum space applies. Refer to the preceding pages of the brand guide.

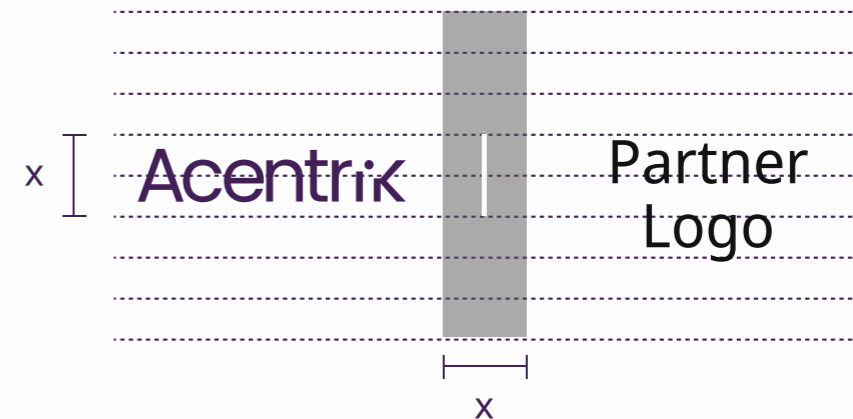
Horizontal Lockup Construction



Vertical Lockup Construction



Square Lockup Construction



LOGO

Misuse

Acentrik

Do not change the typeface of our logo.

Acentrik

Do not change the colours of our logo beyond those outlined in this brand guide.

Acentr,

Do not crop the logo.

Acentrik

Do not apply outline or create a keyline around the logo.

Acentrik

Do not change the transparency of the logo.

Acentrik

Do not use drop shadows or any other effects.

Acentrik

Do not rotate any part of the logo.

Acentrik

Do not distort or warp the logo in any way.

Acentrik

Do not use the logo without the icon.

Brand colours

BRAND COLORS

Acentrik purple

PRIMARY COLOUR

Acentrik's core color is this purple, which holistically showcases Acentrik's innovative, reliable, and ambitious brand personality.



BRAND COLORS

Primary colors - Digital

Acentrik uses three colors across all forms of digital visual and media communication. For digital media, hex codes must be used.



BRAND COLORS

Primary colors - Print

Acentrik uses three colors across all forms of digital visual and media communication. For print, pantone colours and hex codes must be applied.

Acentrik

FOR PRINT PURPOSES:
PANTONE P PROCESS
BLACK C
#231F20

Acentrik

FOR PRINT PURPOSES:
PANTONE 11-0601 TCX
BRIGHT WHITE
#F4F5F0

Acentrik

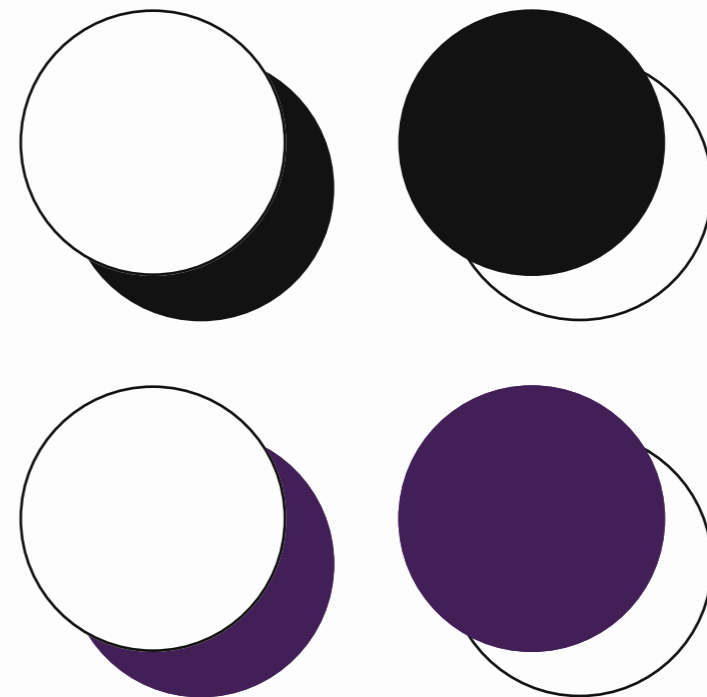
FOR PRINT PURPOSES:
PANTONE P 97-16 C
PURPLE
#422057

BRAND COLORS

Suggested pairings

Some colors work better with each than others. Adhering to concerns for accessibility, please ensure the following rules are followed:

These colors work well on top of each other and provide enough contrast:



BRAND COLORS

Avoid these pairings

Some colors work better with each than others. Adhering to concerns for accessibility, please ensure the following rules are followed:

These colors do not work well together and should not be used like this:



Typography

TYPOGRAPHY

Noto Sans

The Helvetica font family is the primary typeface used for all areas of Acentrik's visual and media communications, for both digital and print.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890
!@#\$%^&*()

TYPOGRAPHY

Font guide - Headers

Header style fonts are meant to be used as section titles, and can be followed up with sub-headers and/or body text.

Style	Usage	Font Size (REM)	Font Size (px)	Font-weight
H1	Header 1	5	80	Light
H2	Header 2	3	48	Light
H3	Header 3	2	32	Light
H4	Header 4	1.5	24	Light
Sub-header 1	Subheader - 1	1.375	22	Light
<u>Sub-header 2</u>	Subheader - 2	1.375	22	Light

TYPOGRAPHY

Font guide - Text

Text-style fonts include labels for buttons, body-text, and caption text. They should be consistently applied across all print and digital communications.

Style	Usage	Font Size (REM)	Font Size (px)	Font-weight
Button	Button label - 1	1	16	Regular
Button	Button label - 2	1.125	18	Regular
Body Text	Body Text - 1	1.125	18	Regular
Body Text	Body Text - 2	1	16	Regular
LABEL	Label Text	0.875	14	Bold

TYPOGRAPHY

Guidelines

ALIGNMENT

All text is either left-aligned or centered. Avoid aligning to the right, it affects readability.

HEADLINE LENGTH

Headlines should ideally be short and to the point, and run for 2 lines at most.

TYPOGRAPHY

Using colors

DOs

Text can be in Acentrik purple, black, and white, depending on the background. Always ensure contrast is maintained, and text is clearly visible. For colours, please refer to previous pages.

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

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

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

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

DON'Ts

Do not use purple text against a black background, this is not visible.

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

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

TYPOGRAPHY

Fallback fonts

Due to system differences, some devices or older versions of email carriers may not be able to display Helvetica at all times. To mitigate any issues, Acentrik relies on **Arial**, a web safe font as a fallback font, across all visual and media communications.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890
!@#\$%^&*()

Layouts

LAYOUT PRINCIPLES

General rules

USING MARGINS

While banners may bleed into the margins, the text must always follow the stated margins depending on the dimensions of the layout as stated in this guide.

TEXT

Text must follow typography rules as stated in this guide.

COLORS ACCENTS

As much as possible, use Acentrik's primary color palette for digital and print communications. Accents enable the Acentrik brand to be unique and maintain consistency.

IMAGES

Avoid using stock images entirely, and avoid using geometric shapes that do match Acentrik's brand personality.

USING MARGINS

Here are sample templates for LinkedIn posts from Acentrik. While banners may bleed into the margins, the text must always follow the guide.

LAYOUT PRINCIPLES

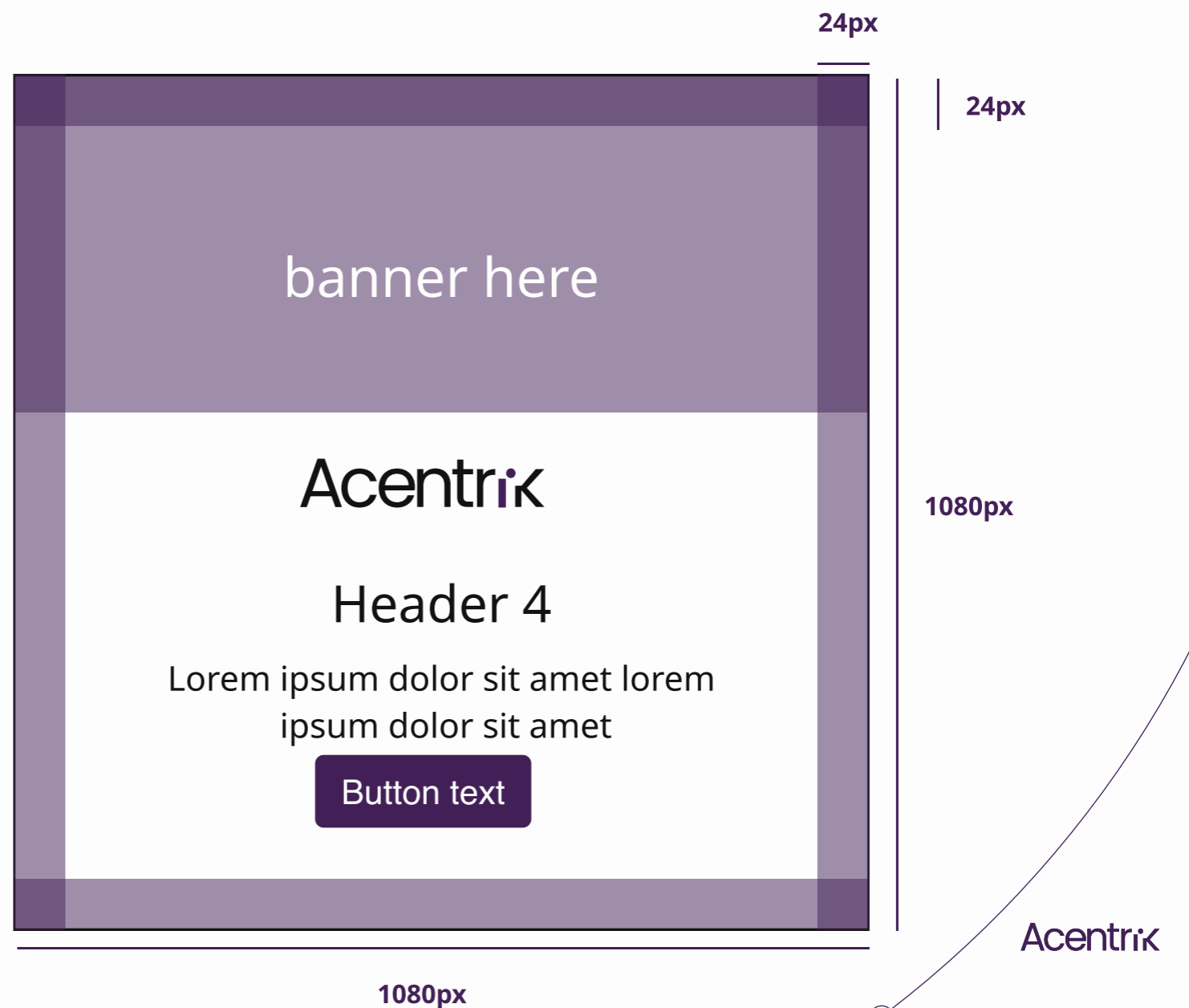
Marketing collaterals - 1

SAMPLE DESIGN

Here are sample templates for LinkedIn posts from Acentrik. While banners may bleed into the margins, the text must always follow the guide. The banner must not pass through the logo.

MINIMUM SIZE

- Margin: 16px
- Logo: 28px
- Header text: 24px
- Body text: 16px
- Button text: 16px



EXAMPLE

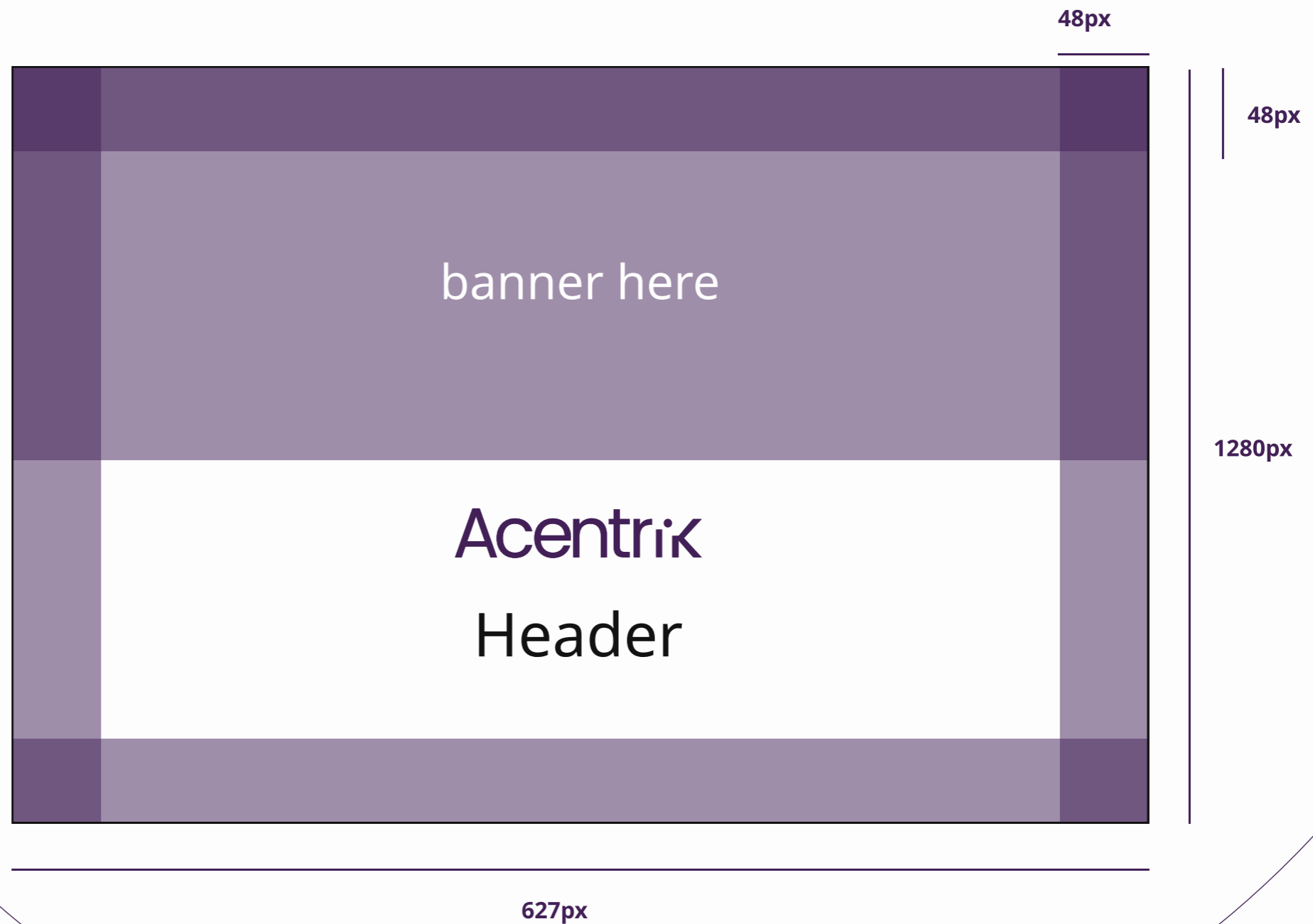


LAYOUT PRINCIPLES

Marketing collaterals - 2

SAMPLE DESIGN

Here are sample templates for Social Intranet posts from Acentrik



EXAMPLE

48px

Acentrik

Header 3

Lorem ipsum dolor sit amet lorem
ipsum dolor sit amet

Button text

1280px

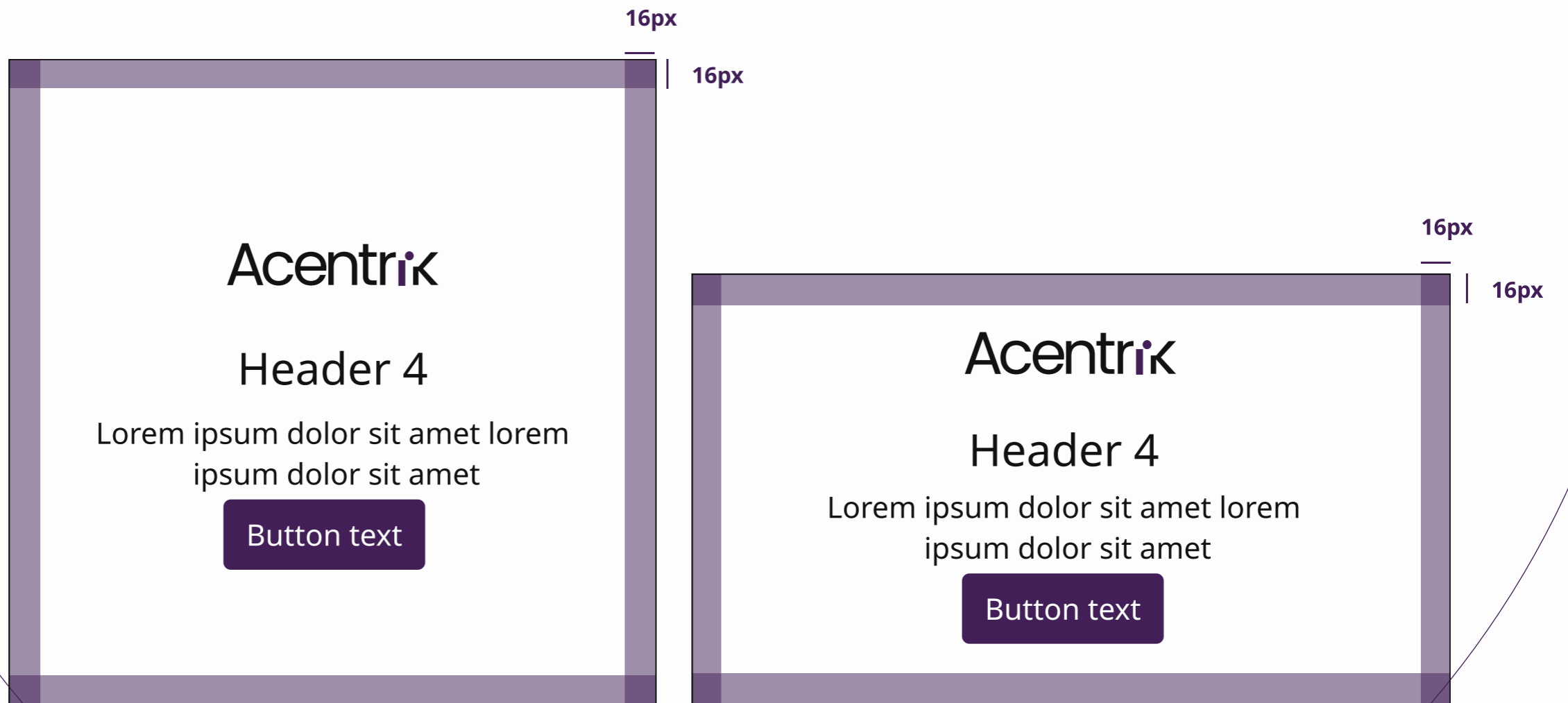
627px

LAYOUT PRINCIPLES

Marketing collaterals - 3

ASSORTED BANNER SIZES

- Margin: 16px
- Logo: 28px
- Header text: 24px
- Body text: 16px
- Button text: 16px

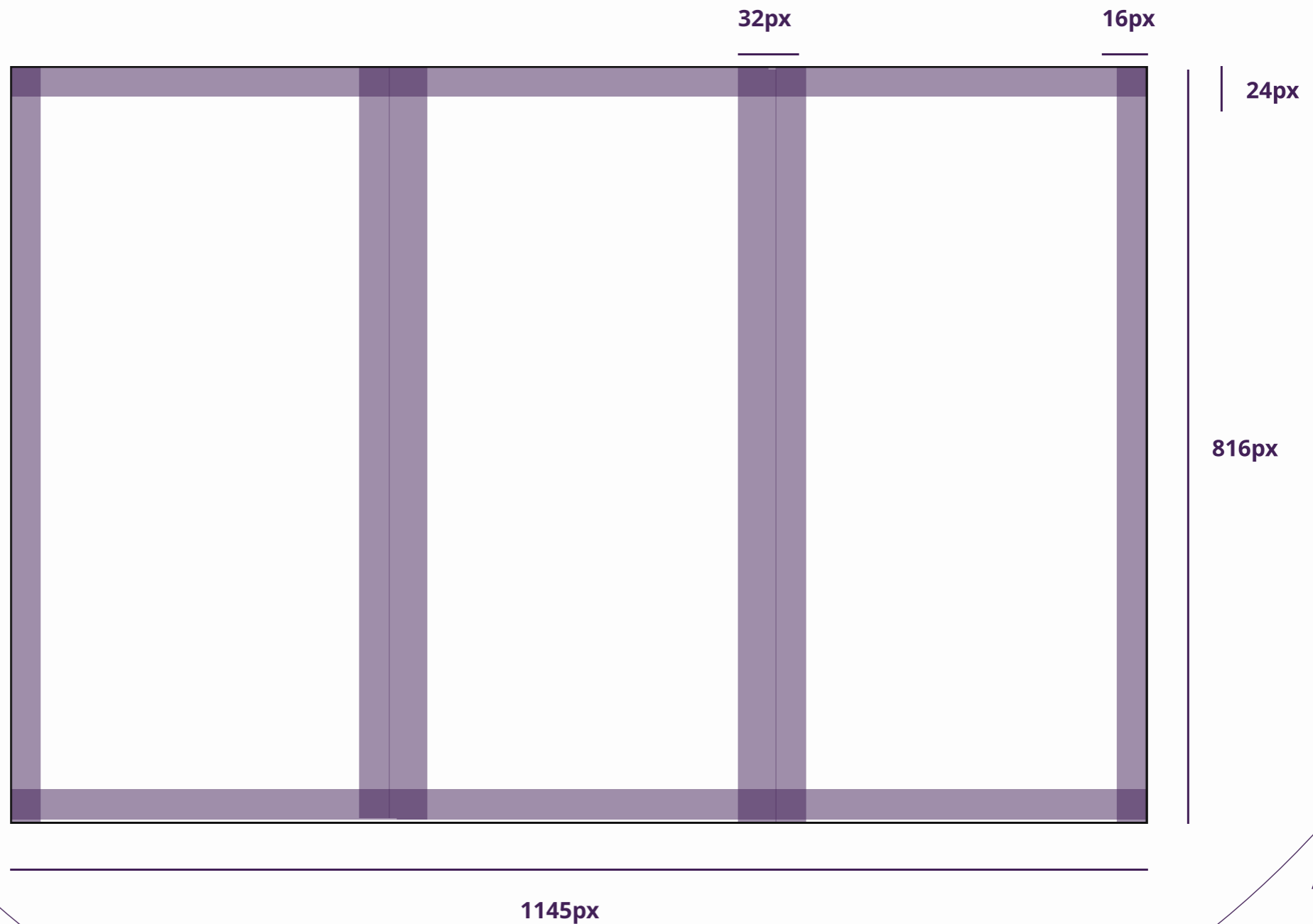


LAYOUT PRINCIPLES

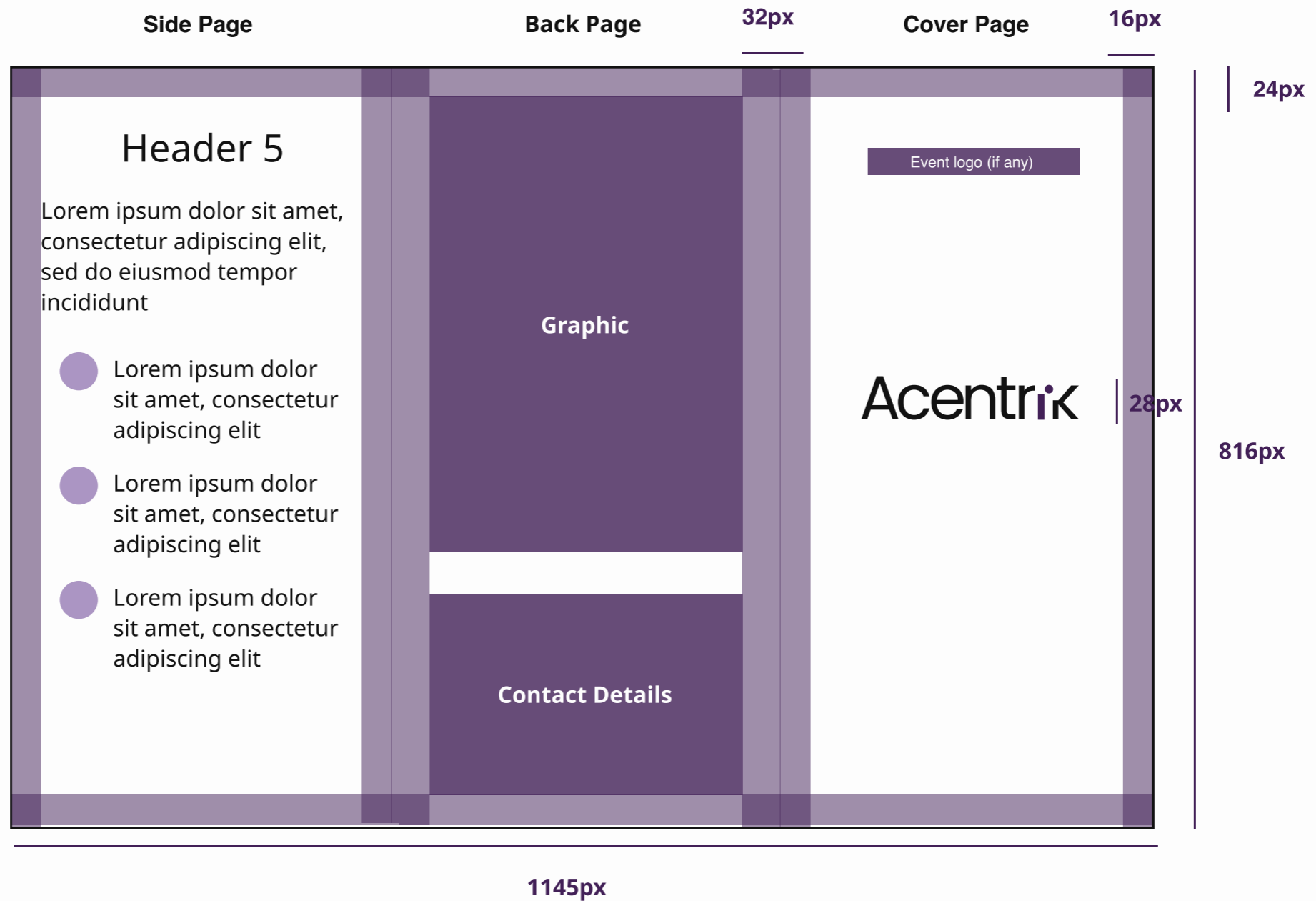
Print materials

SAMPLE DESIGN

Here is a sample brochure template for brochures. Please use print colour for these:



EXAMPLE - OUTER SIDE



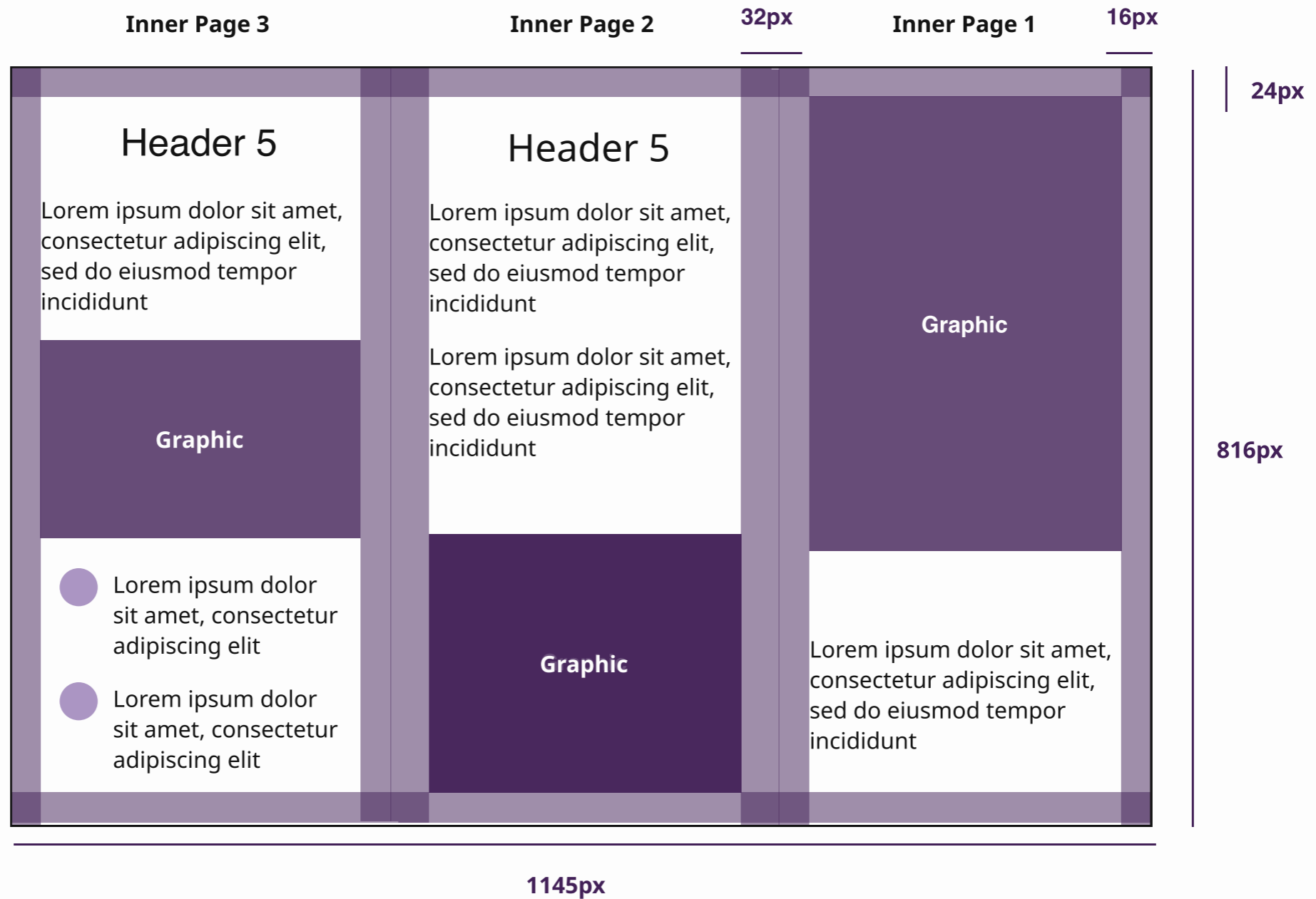
MINIMUM SIZES:

- Margin: 16px
- Logo: 28px
- Header text: 24px
- Body text: 12px

OTHER RULES

- Provide Contact details with a QR code for the website
- Text must be well spaced out for readability, at least 12px
- Event logo (if any) may be added, and be at least

EXAMPLE - INNER SIDE



MINIMUM SIZES:

- Margin minimum size: 16px
- Logo minimum size: 28px
- Header text minimum size: 24px
- Body text minimum size: 12px

OTHER RULES

- Text must be well spaced out for readability, at least 12px
- All added infographics and icons must follow guidelines

LAYOUT PRINCIPLES

Infographics

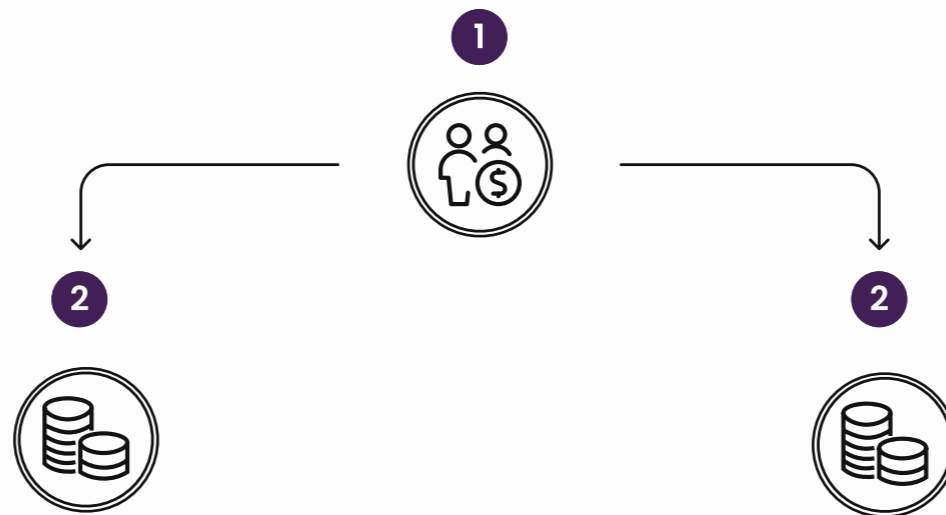
Infographics may vary in style and sizing depending on the topic discussed and medium displayed. However, some rules still apply across all infographics when designing:

ICONS

Only icons from Acentrik's existing icon pack must be used

NUMBERING

When possible, the sequence/flow must be included for more clarity.
For example, see below diagram:



USING ACENTRIK LOGO

Only the logomark must be used when depicting Acentrik

LAYOUT PRINCIPLES

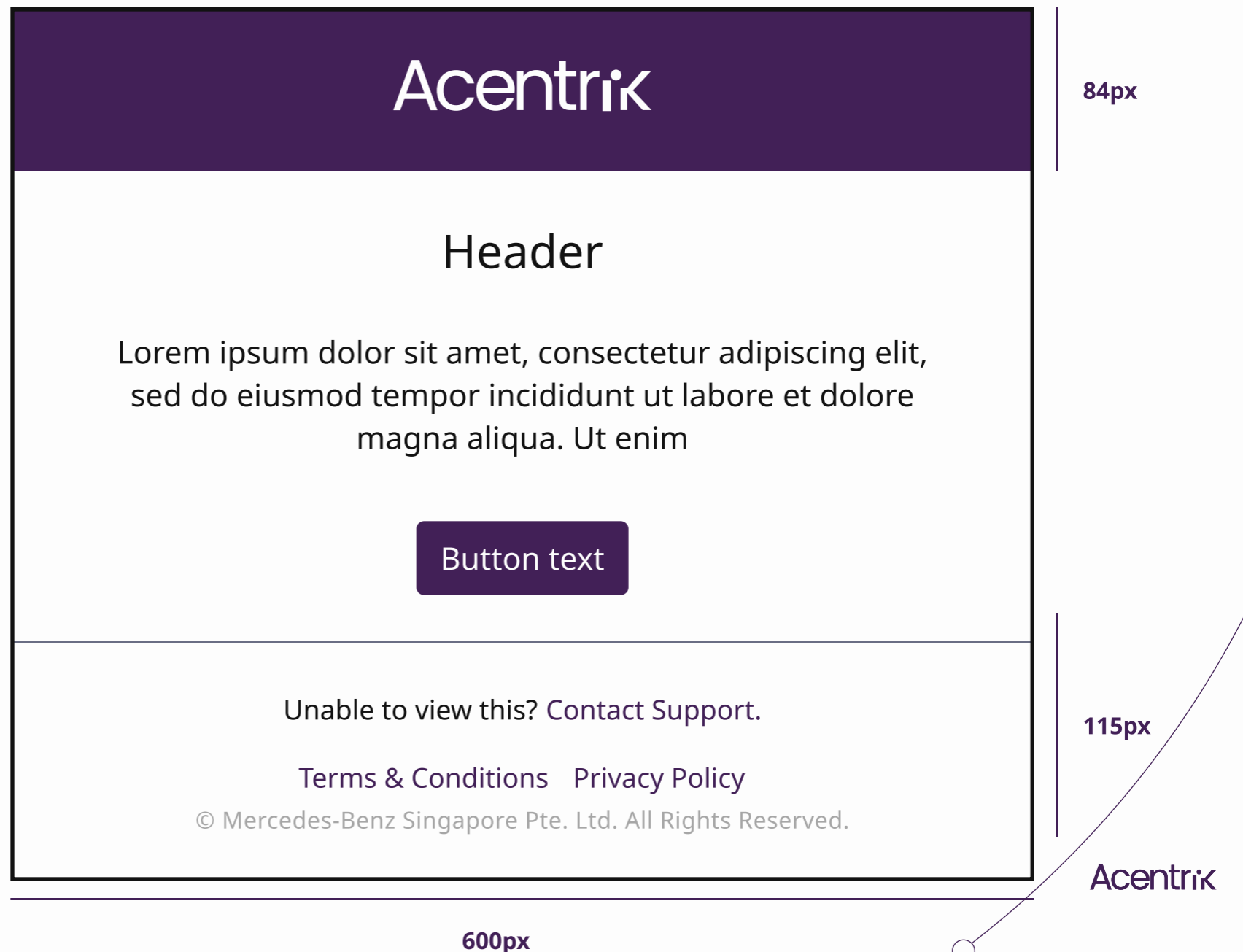
Email collaterals - 1

SAMPLE DESIGN

Here is a sample brochure template for emails from Acentrik. Please use digital colours for these:

MINIMUM SIZES:

- Margin: 16px
- Logo: 28px
- Header text: 24px
- Body text: 14px

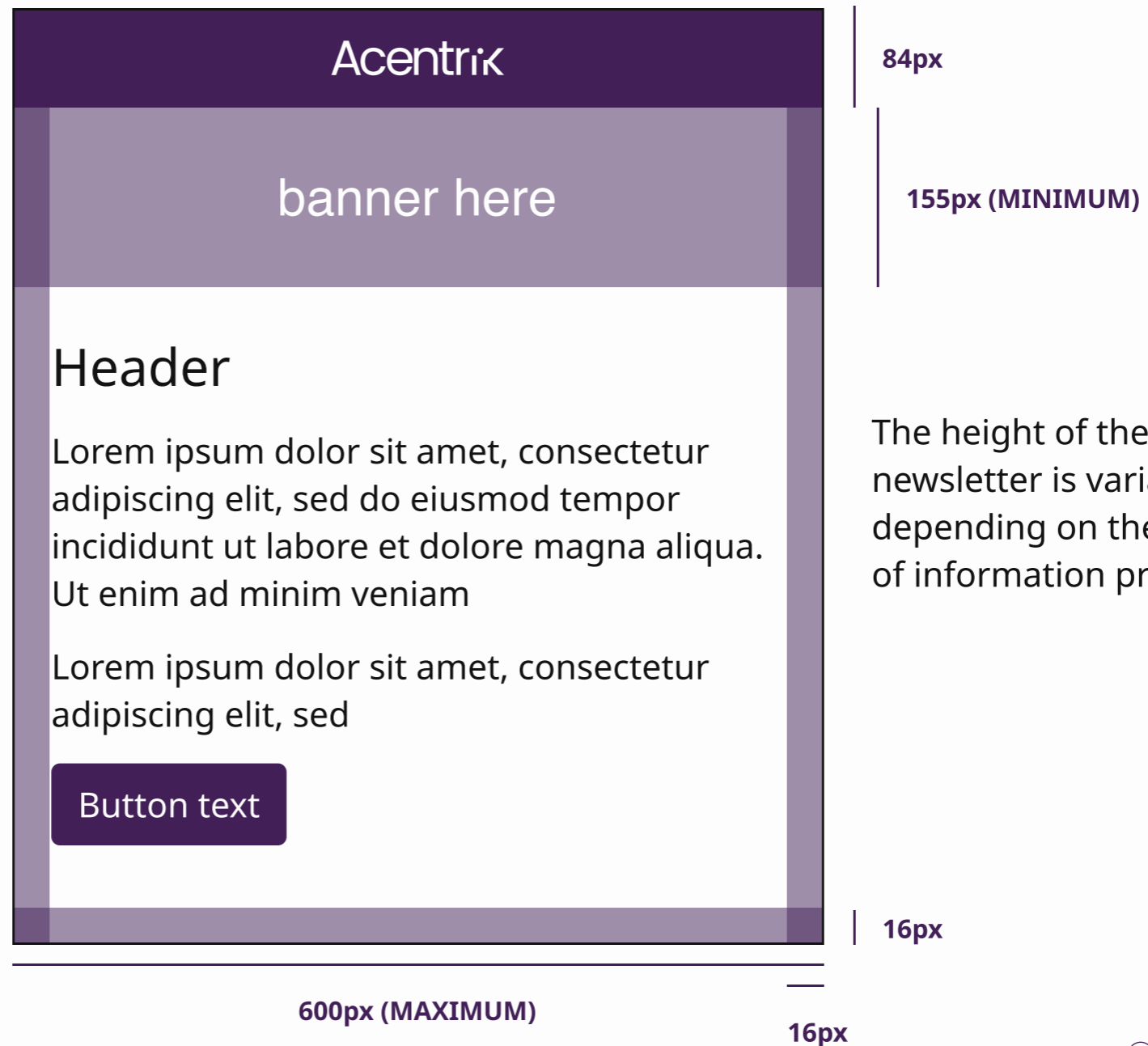


LAYOUT PRINCIPLES

Email collaterals - 2

SAMPLE DESIGN

Here is a sample brochure template for newsletters from Acentrik. Use digital colours for these:



LAYOUT PRINCIPLES

Presentations

Refer to the Slide Master templates for all kinds of layouts and slides used for decks and presentations about Acentrik, especially investor pitch decks and the Acentrik data room

LOGO PLACEMENT TYPE 1

Here is a sample footer for how footers must look on Acentrik decks for most instances. Logomark must be placed at the bottom left, and be 24px.



LOGO PLACEMENT TYPE 2

In instances, it is not possible to feature the Acentrik logo in the bottom of the slide, the wordmark must be placed at the top right, and be 16px.



LAYOUT PRINCIPLES

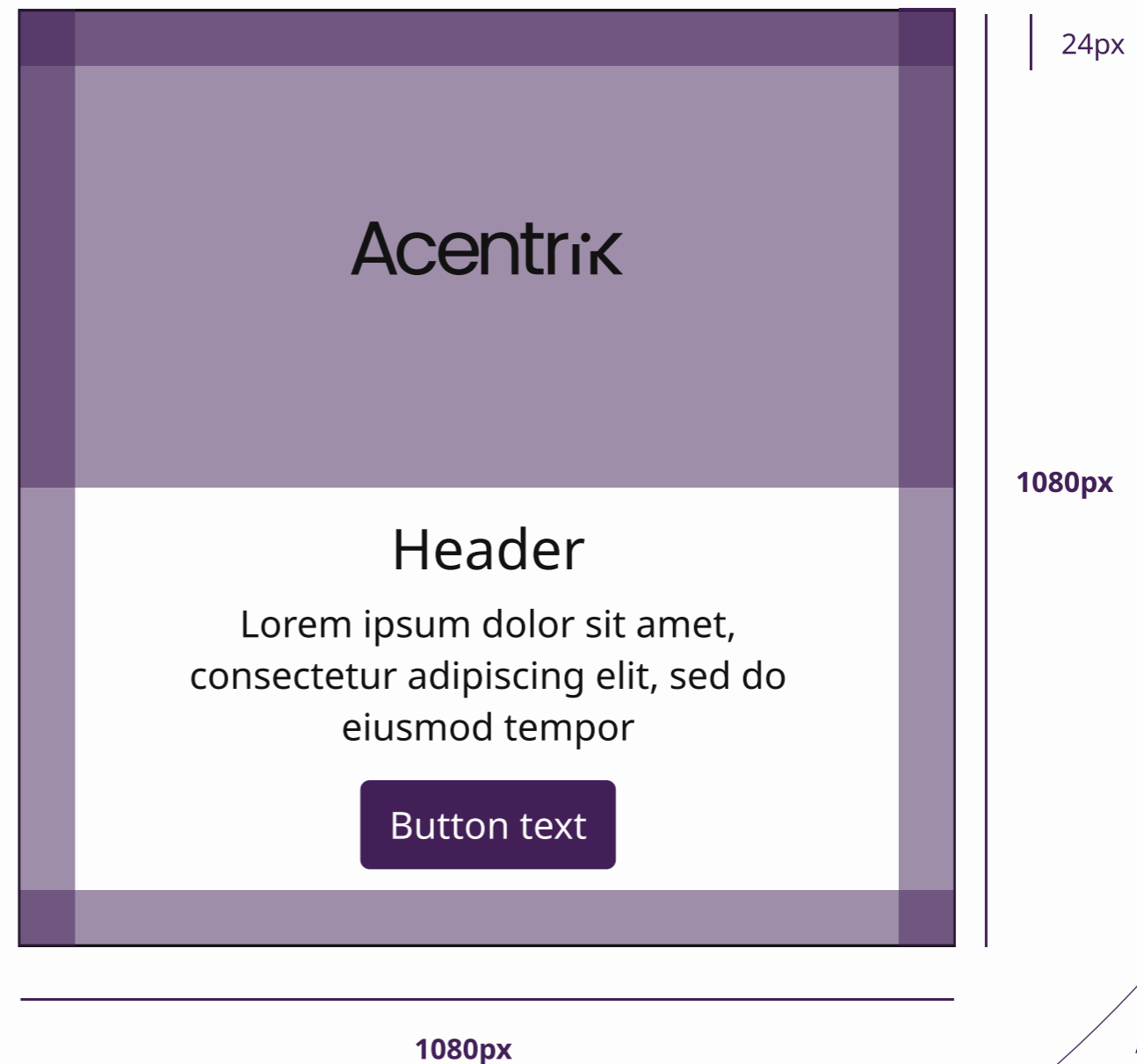
External event collaterals - 1

SAMPLE DESIGN

Here are sample templates for LinkedIn posts for external events. The logo must be included in the image used.

MINIMUM SIZES:

- Margin: 24px
- Logo: 28px
- Header text: 24px
- Body text: 16px
- Button text: 16px

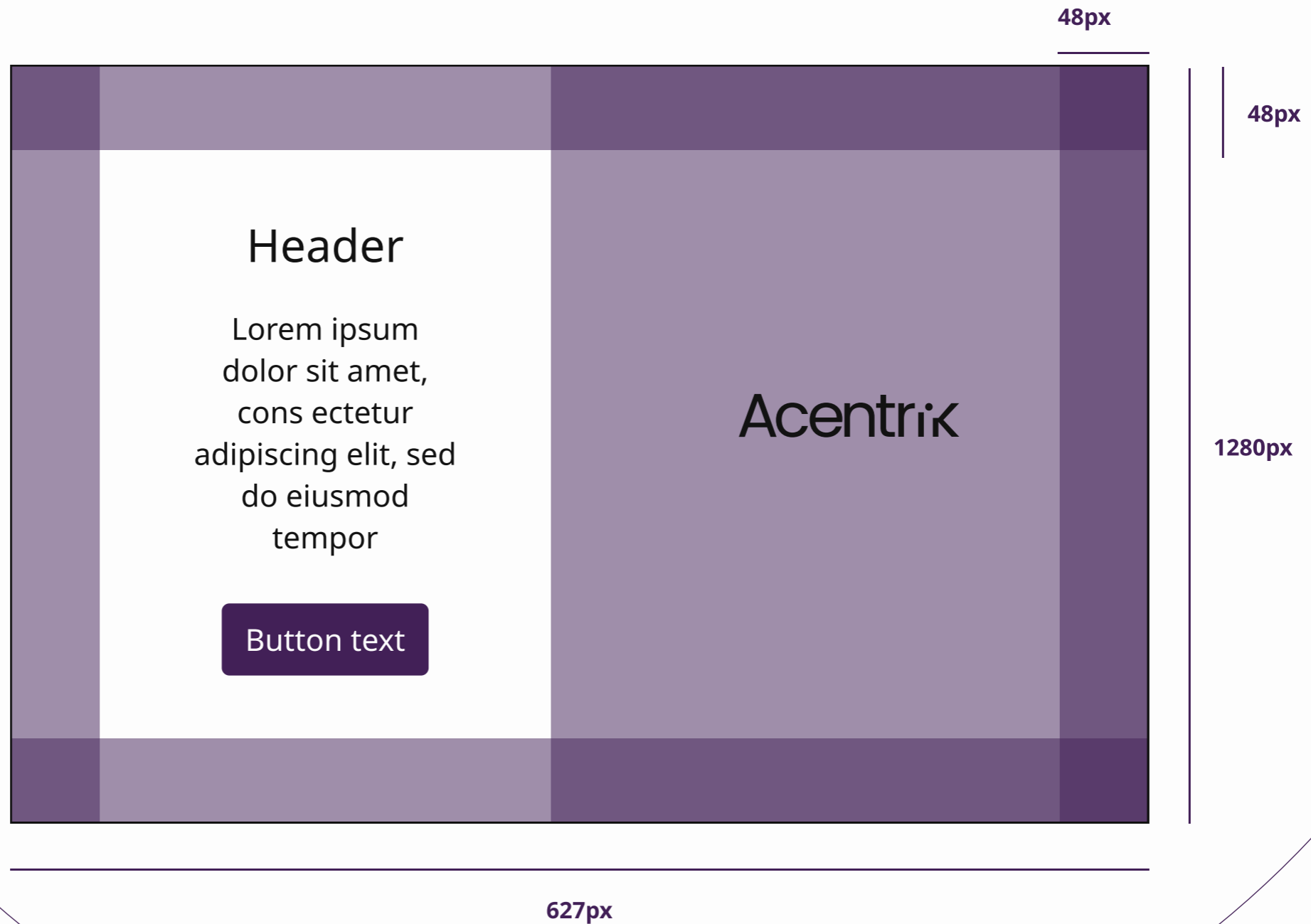


LAYOUT PRINCIPLES

External event collaterals - 2

SAMPLE DESIGN

Here are sample templates for Social Intranet posts for external events:



Accents

ACCENT PRINCIPLES

Generic Style - 1

This accent represents the different data exchanges facilitated by Acentrik

GUIDELINES

- Should be primarily used on the Acentrik website and social media
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN



ACCENT PRINCIPLES

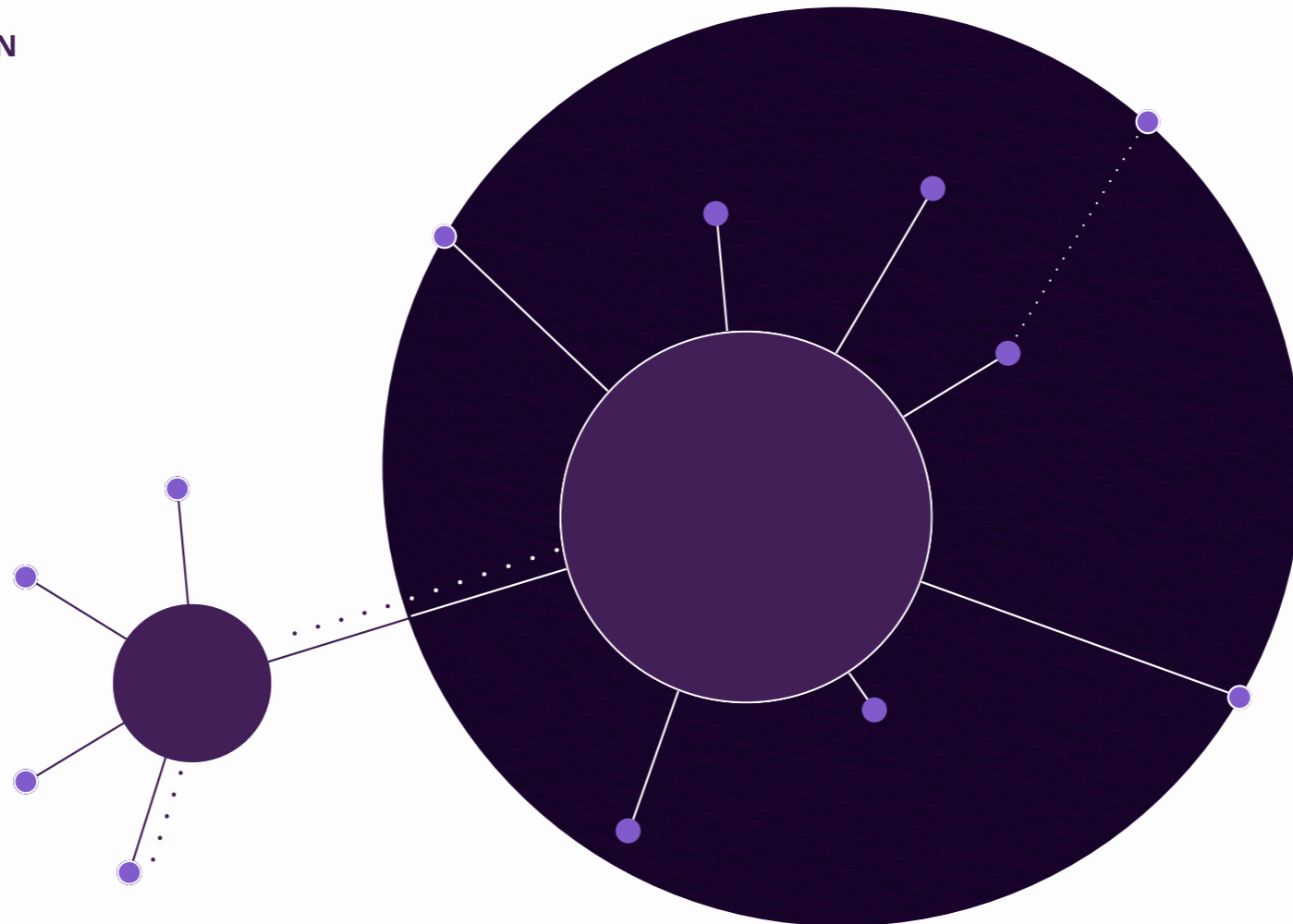
Generic Style - 2

This accent represents the different data exchanges facilitated by Acentrik

GUIDELINES

- Should be primarily used on the Acentrik website and social media
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN



ACCENT PRINCIPLES

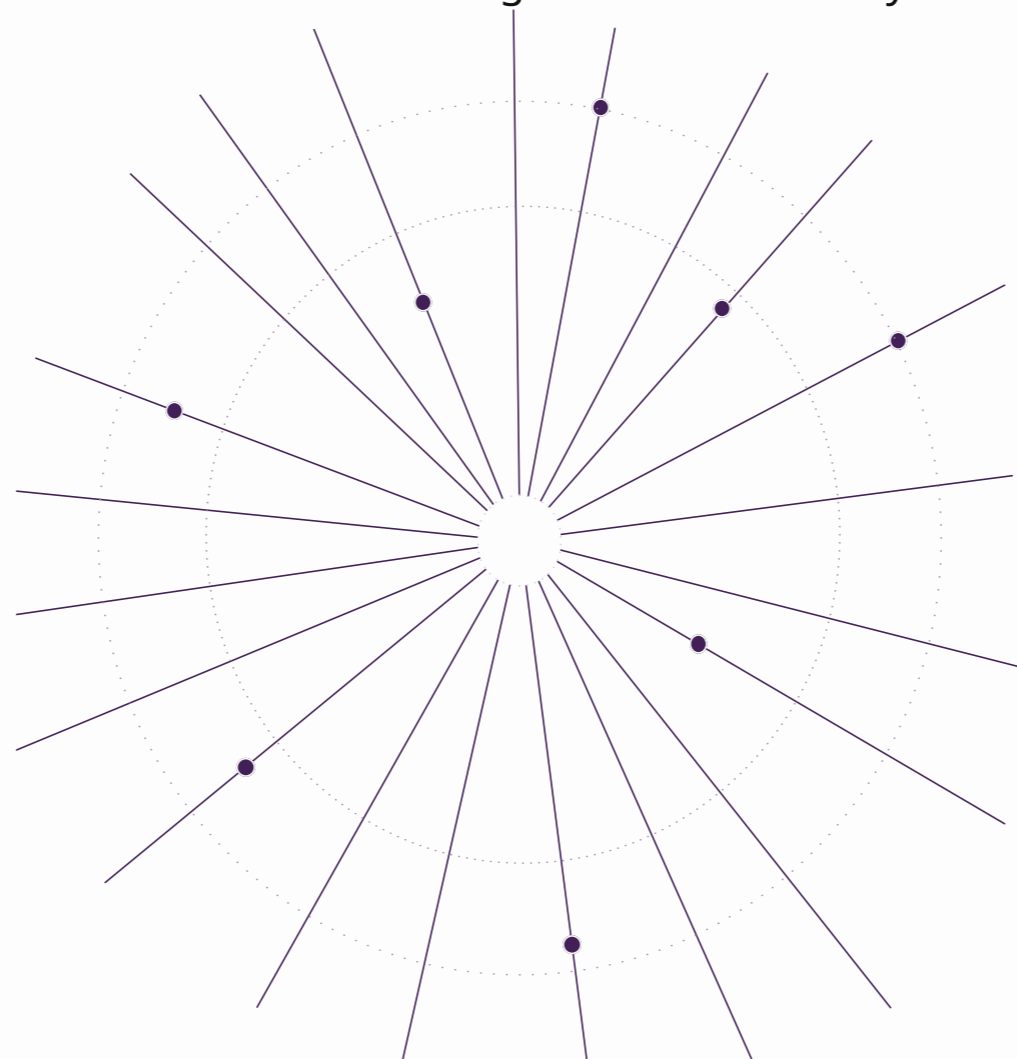
Data Exchange Platform - 1

This accent shows how Acentrik enables enterprises to have their own data ecosystems that they can fully own and control. It represents how an enterprise, by exchanging data points, connects across a variety of use cases and domains.

GUIDELINES

- Should be only used to describe Acentrik's Data Exchange Platform
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN



ACCENT PRINCIPLES

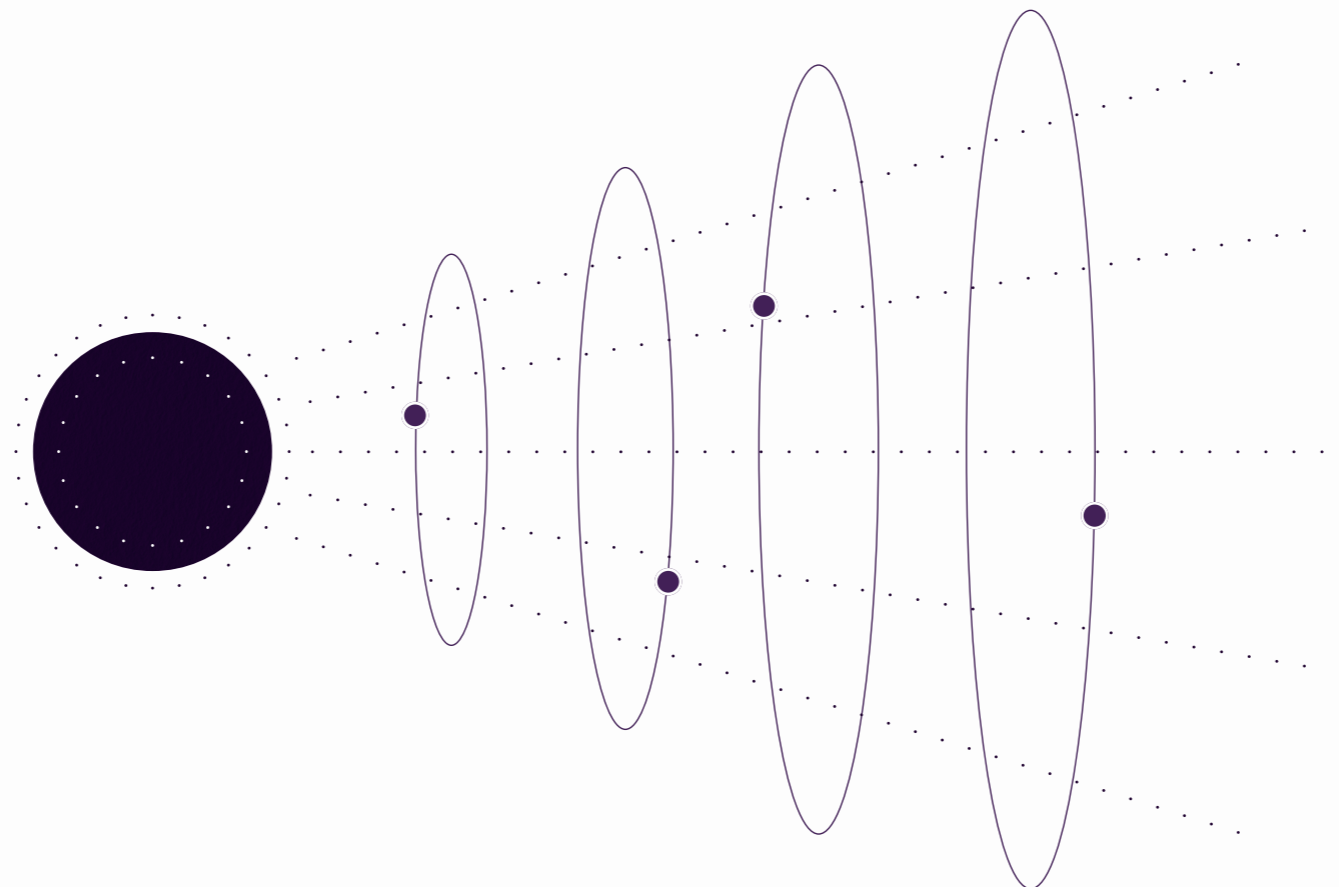
Data Exchange Platform - 2

Similar to style - 1, this accent shows how Acentrik enables enterprises to have their own data ecosystems that they can fully own and control. It represents how an enterprise, by exchanging data points, connects across a variety of use cases and domains. from a different perspective.

GUIDELINES

- Should be only used to describe Acentrik's Data Exchange Platform
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN



ACCENT PRINCIPLES

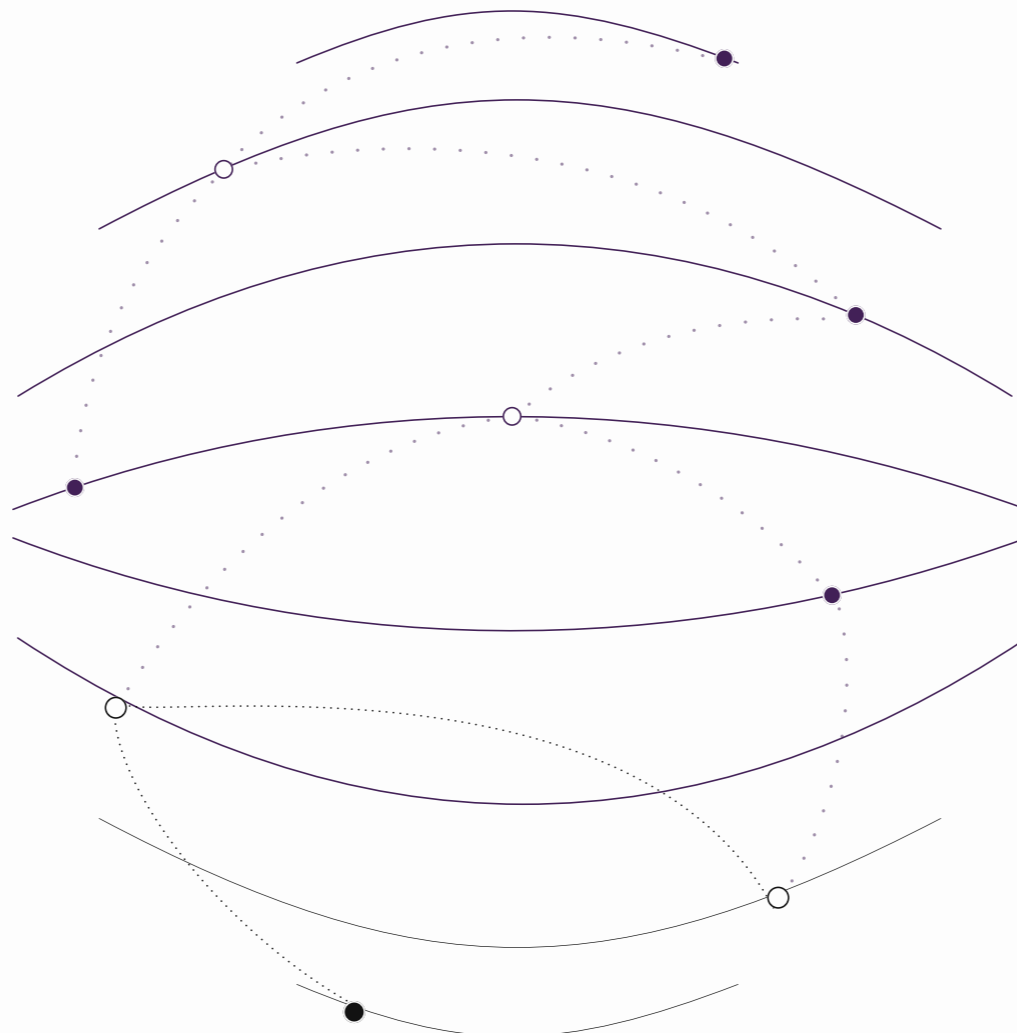
Data Marketplace

This accent represents how Acentrik global data marketplaces enables global transactions of data between data providers and consumers

GUIDELINES

- Should be only used to describe Acentrik's Data Marketplace
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN



ACCENT PRINCIPLES

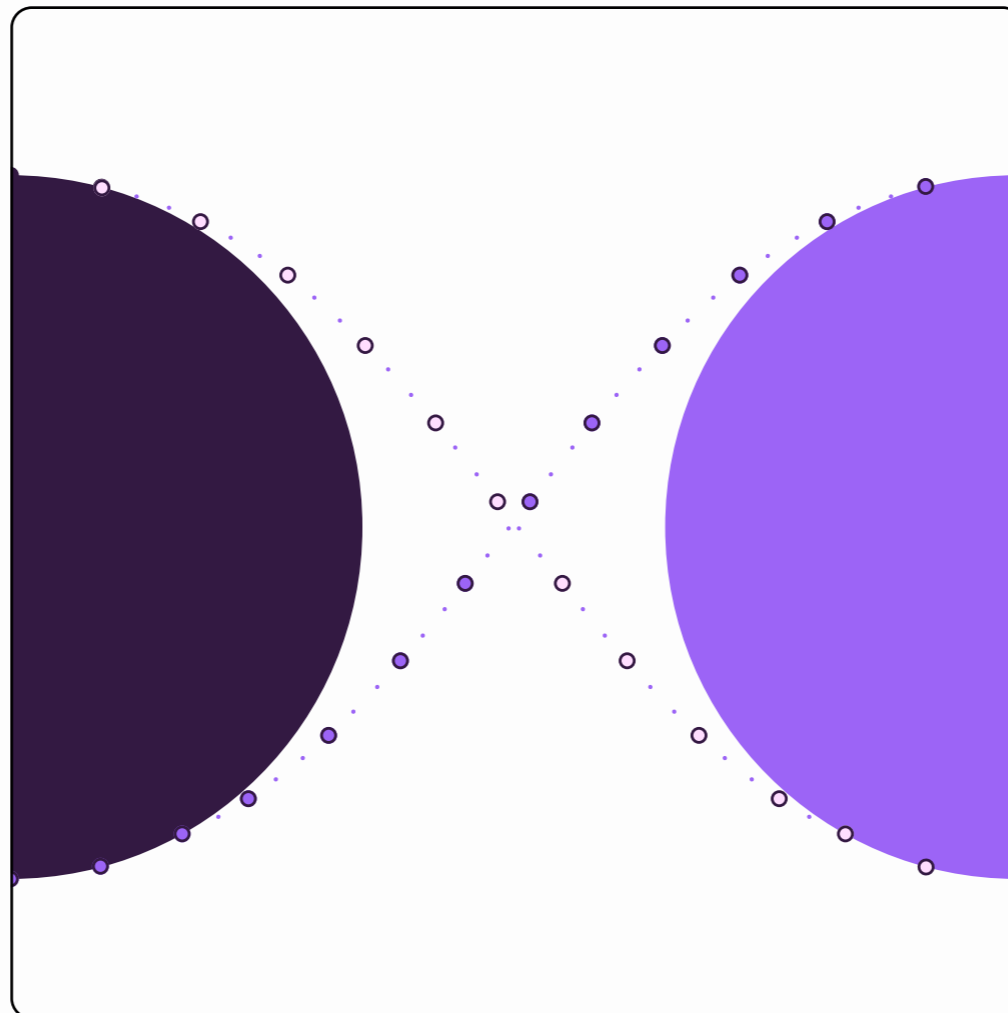
Cross border data exchanges

This accent represents how Acentrik facilitates data exchanges across different countries and their jurisdictions

GUIDELINES

- Should be only used to describe cross border data exchanges
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN



ACCENT PRINCIPLES

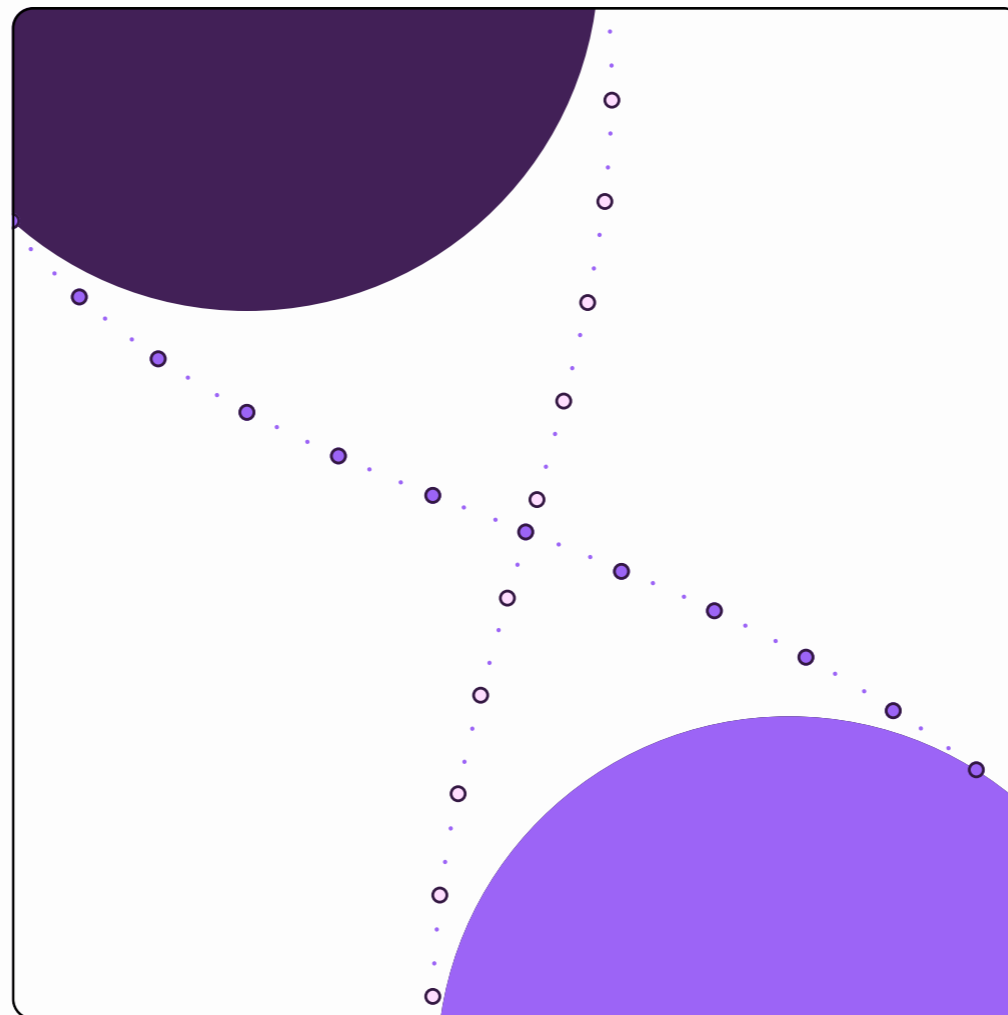
Privacy preserving compute

This accent represents how Acentrik enables data exchanges across different entities in a safe, secure manner, keeping data at source

GUIDELINES

- Should be only used to describe privacy preserving compute
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN



ACCENT PRINCIPLES

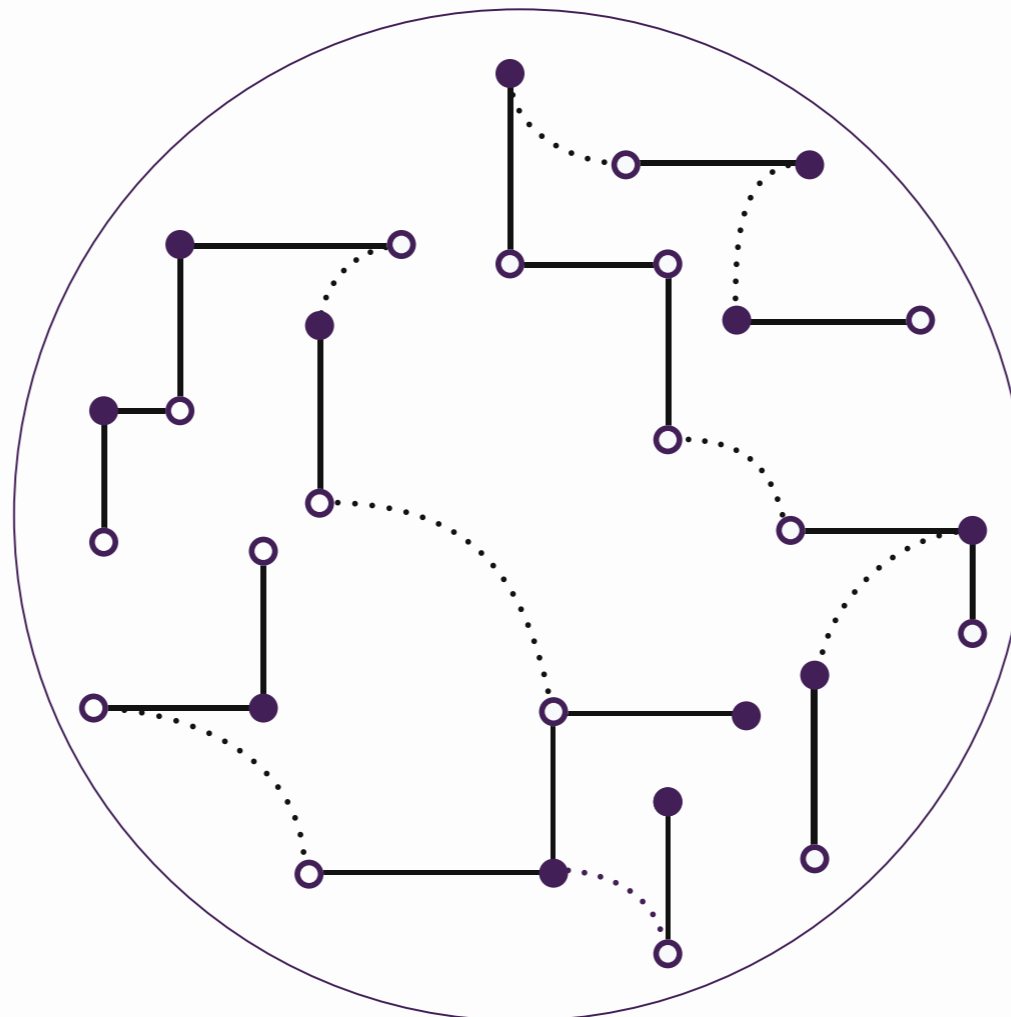
Decentralized data exchanges

This accent represents how Acentrik enables data to not have to be in silos, and allows individual data exchanges to connect and occur in a decentralized system

GUIDELINES

- Should be only used to describe decentralized data exchanges
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN



ACCENT PRINCIPLES

Data Control

This accent represents how Acentrik enables users to have complete control over the data they publish and exchange

GUIDELINES

- Should be only used to describe data control
- Should not be used in tandem with other accent styles
- Accent may bleed and need not follow margins rules for the layout

SAMPLE DESIGN

