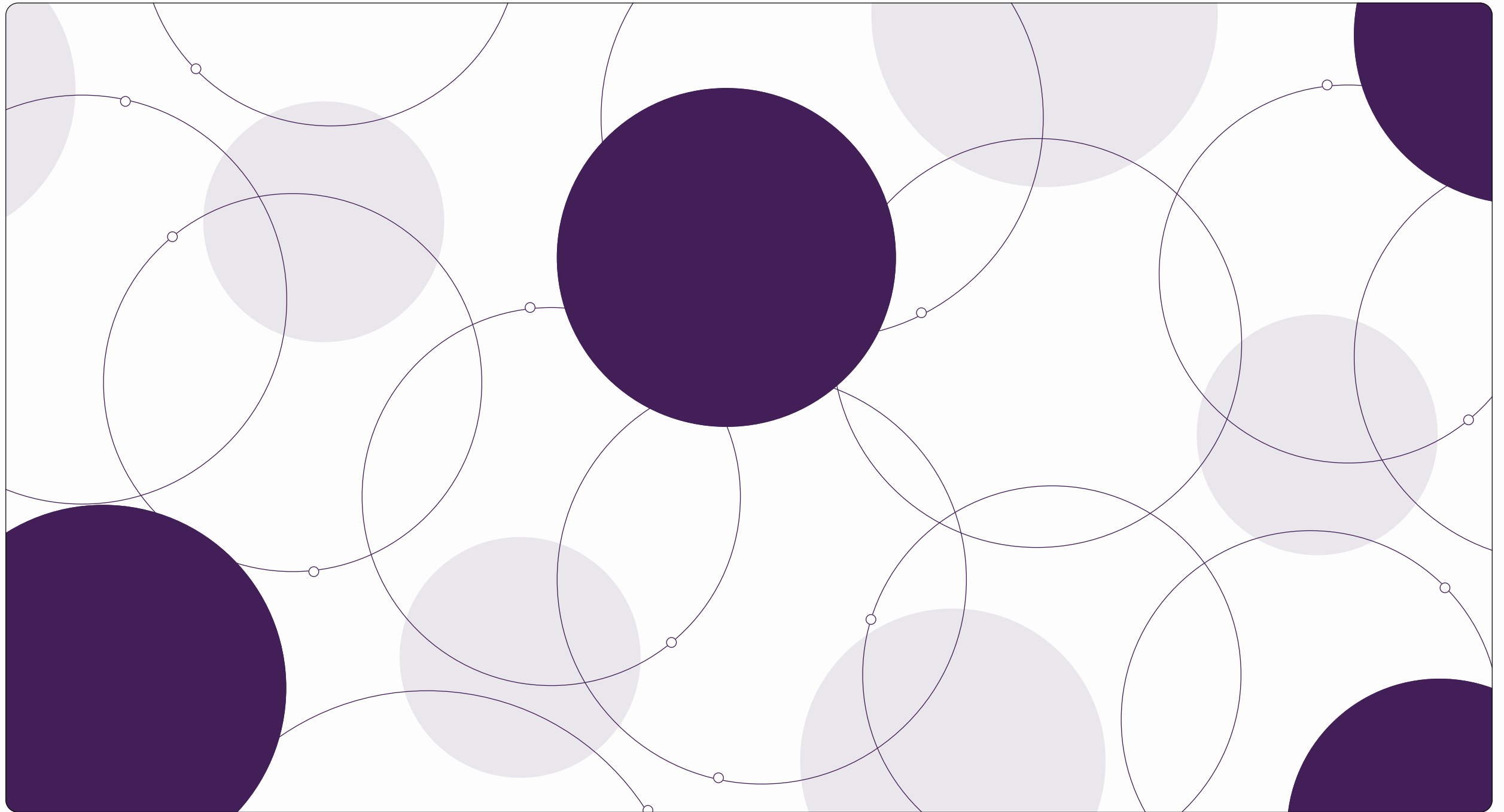# Acentrik

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.

Acentrik

Contents

Acentrik

Introduction

What is Acentrik?

Acentrik is

Innovative   Reliable   Ambitious

Acentrik

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

Acentrik

Brand positioning

For organizations with a data sharing strategy who needs to have control over the data they own during data exchanges, Acentrik is a Data Exchange Platform that enables data exchanges across borders while preserving privacy, keeping data at source. Unlike data marketplaces or data exchange platforms, Acentrik provides the flexibility to deploy with no access to the organizations' data source.

Acentrik

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.

Acentrik

Logo

Acentrik

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.

Acentrik

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.

Acentrik

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, whih takes the height of the letter "e" in the wordmark.
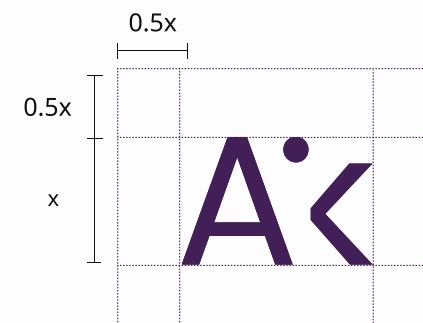
Acentrik

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   **A'k**

On Screen - Mobile

16px   **Acentrik**

16px   **A'k**

On print

10mm = 38px   **Acentrik**

10mm = 38px   **A'k**

Acentrik

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

x **Acentrik** | Partner logo

x

Vertical Lockup Construction

x **Acentrik**

x

Partner logo

Square Lockup Construction

x **Acentrik** | Partner Logo

x
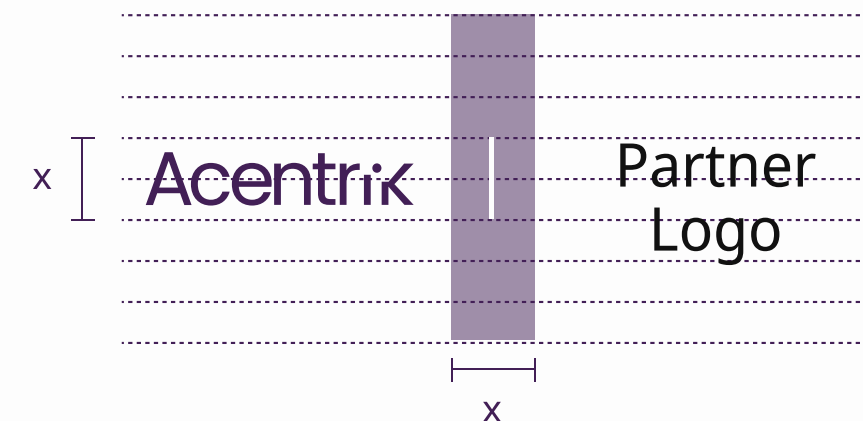
Acentrik

Misuse

Acentrik

Do not change the typeface of our logo.

Acentrik

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

Acentrik

Do not rotate any part of the logo.

Acentrik

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

Acentrik

Do not change the transparency of the logo.

Acentrik

Do not distort or warp the logo in any way.

Acentr

Do not crop the logo.

Acentrik

Do not use drop shadows or any other effects.

Acentrik

Do not use the logo without the icon.

Acentrik

Brand colours

Acentrik purple

PRIMARY COLOUR

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

Acentrik

Acentrik

Primary colors - Digital

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

Acentrik	**Acentrik**	**Acentrik**	**Acentrik**
FOR DIGITAL PURPOSES: #121212	FOR DIGITAL PURPOSES: #FDFDFD	FOR DIGITAL PURPOSES: #422057	FOR DIGITAL PURPOSES: #9C64F6

Acentrik

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

Acentrik
FOR PRINT
PURPOSES:
PANTONE 265C
PURPLE
#9062CB

Acentrik

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:

Acentrik
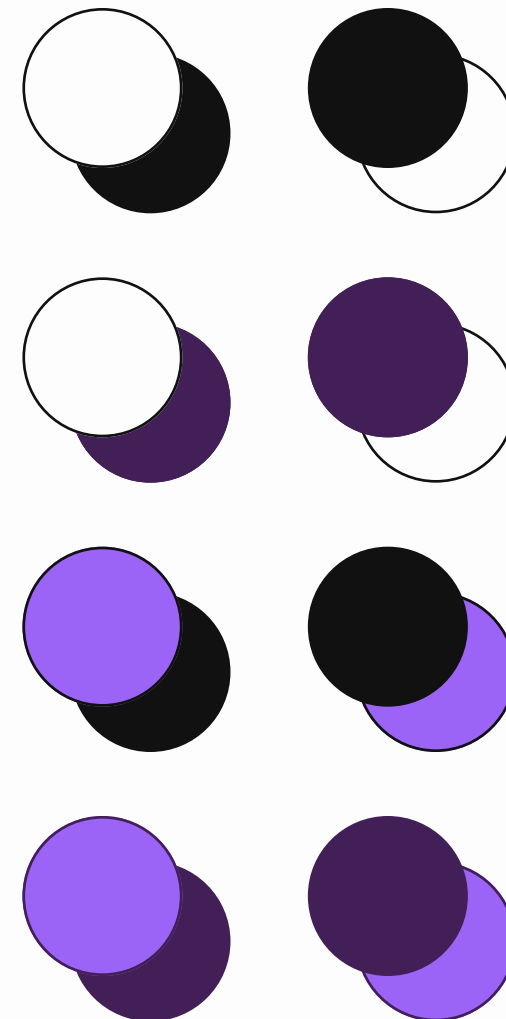
Avoid these pairings

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:
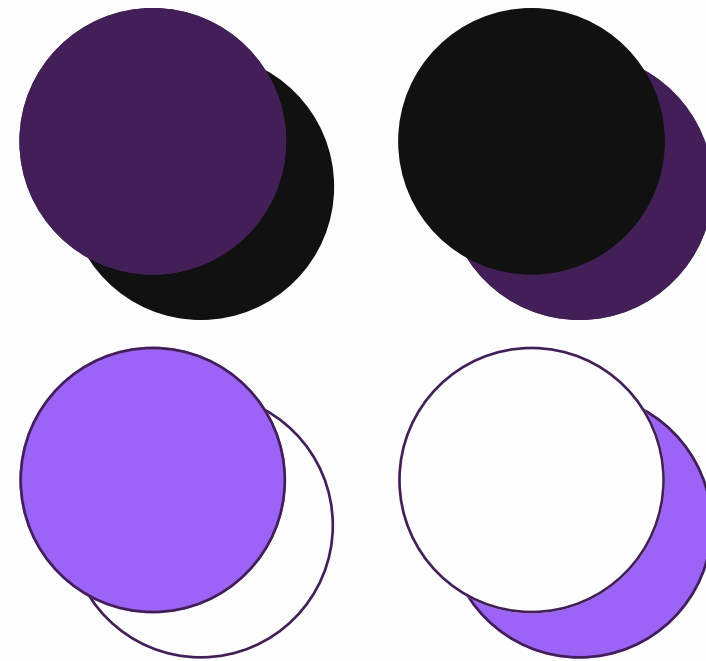
Acentrik

Typography

Noto Sans

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

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijlkmnopqrstuvwxyz

1234567890
!@#$%^&*()

Acentrik

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
Sub-header 2	Subheader - 2	1.375	22	Light

Acentrik

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

Acentrik

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.

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

DONTs

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

Acentrik

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

abcdefghijlkmnopqrstuvwxyz

1234567890
!@#$%^&*()

Acentrik

Layouts

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.
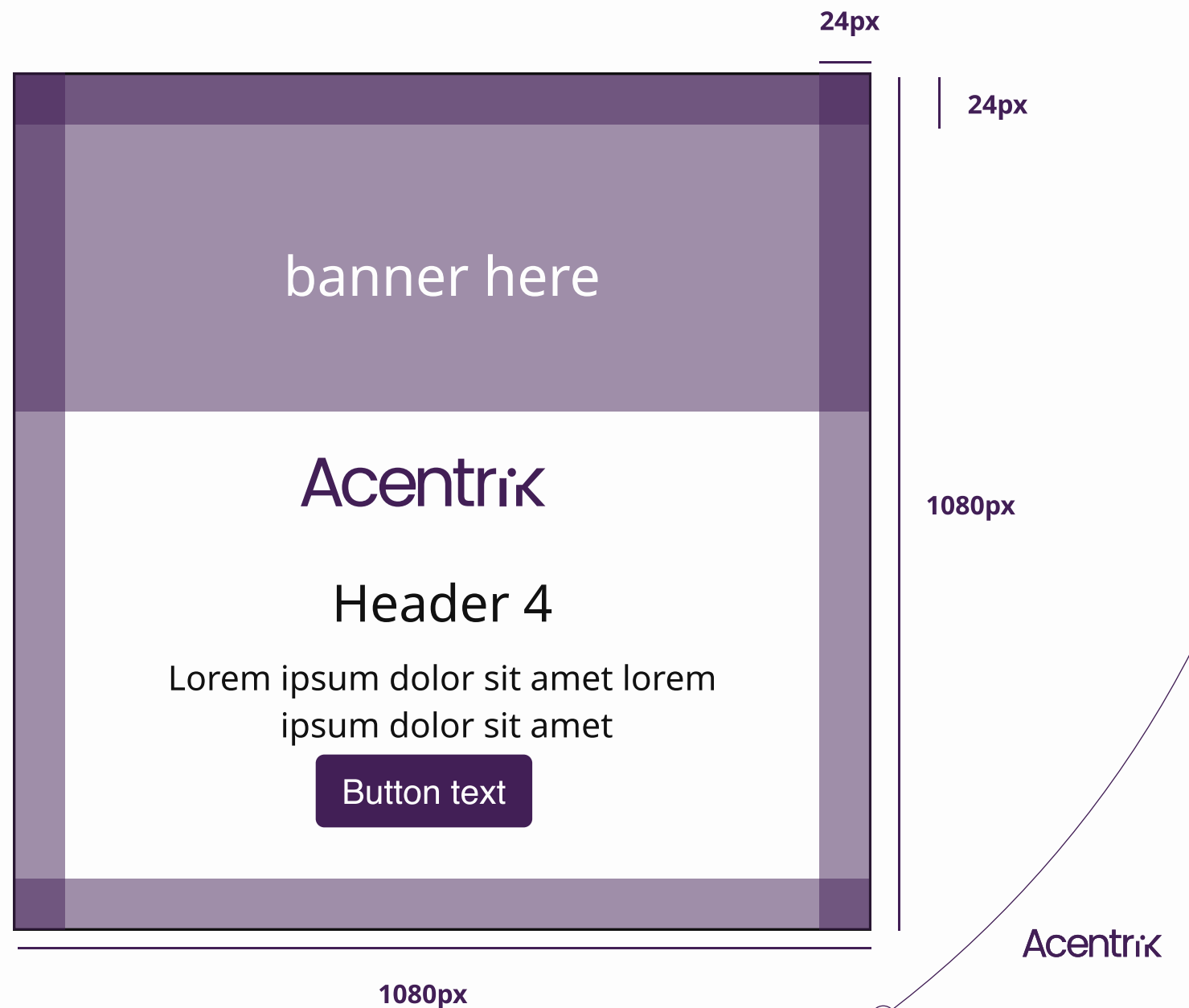
Acentrik

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

24px

24px

banner here

Acentrik

Header 4

Lorem ipsum dolor sit amet lorem ipsum dolor sit amet

Button text

1080px

1080px

Acentrik

24px

24px

Acentrik

Header 4

Lorem ipsum dolor sit amet lorem
ipsum dolor sit amet

Button text

1080px

1080px

Acentrik
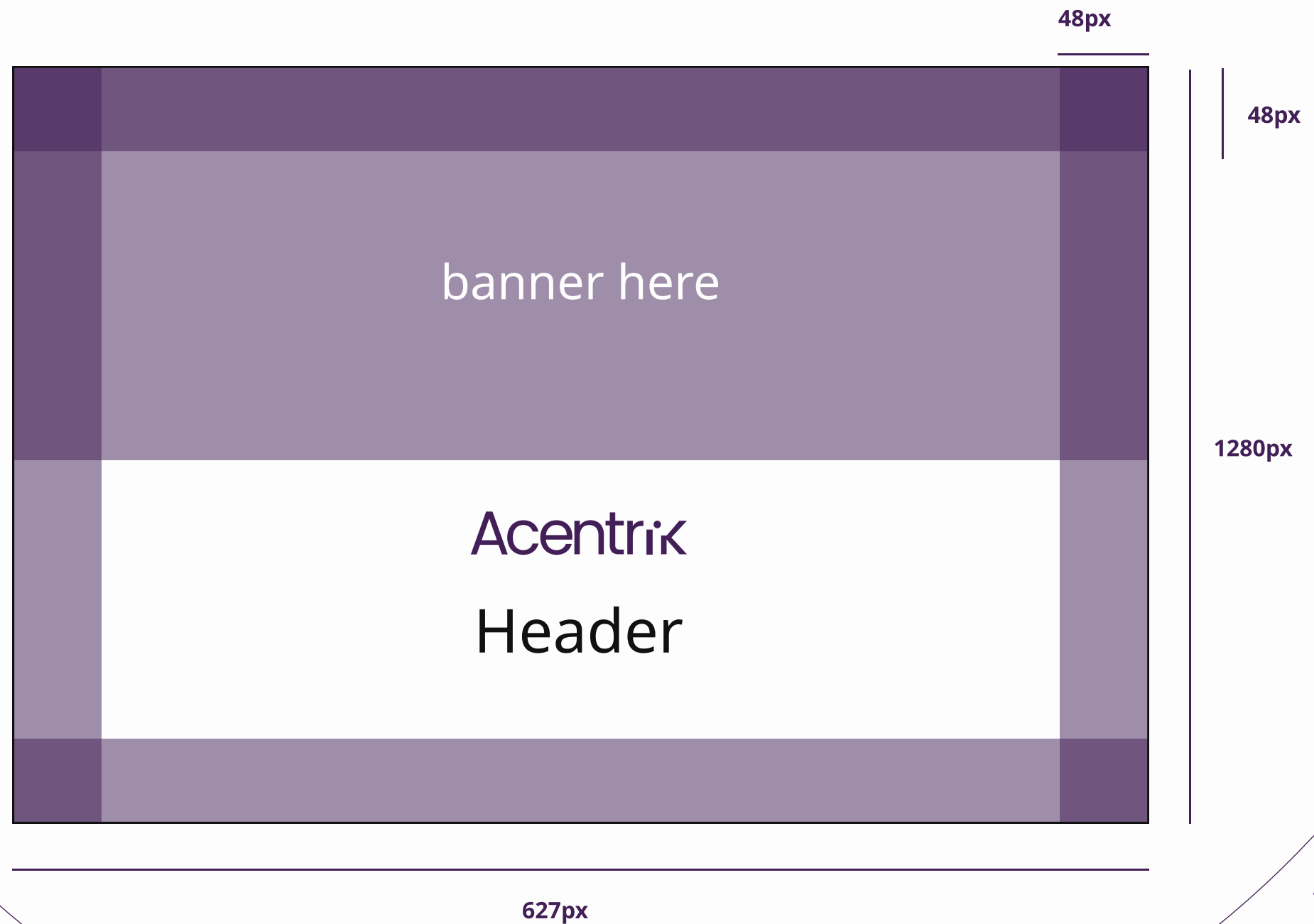
Marketing collaterals - 2

SAMPLE DESIGN

Here are sample templates for Social Intranet posts from Acentrik

48px

48px

banner here

Acentrik

Header

1280px

627px

Acentrik

48px

1280px

Acentrik

Header 3

Lorem ipsum dolor sit amet lorem
ipsum dolor sit amet

Button text

627px

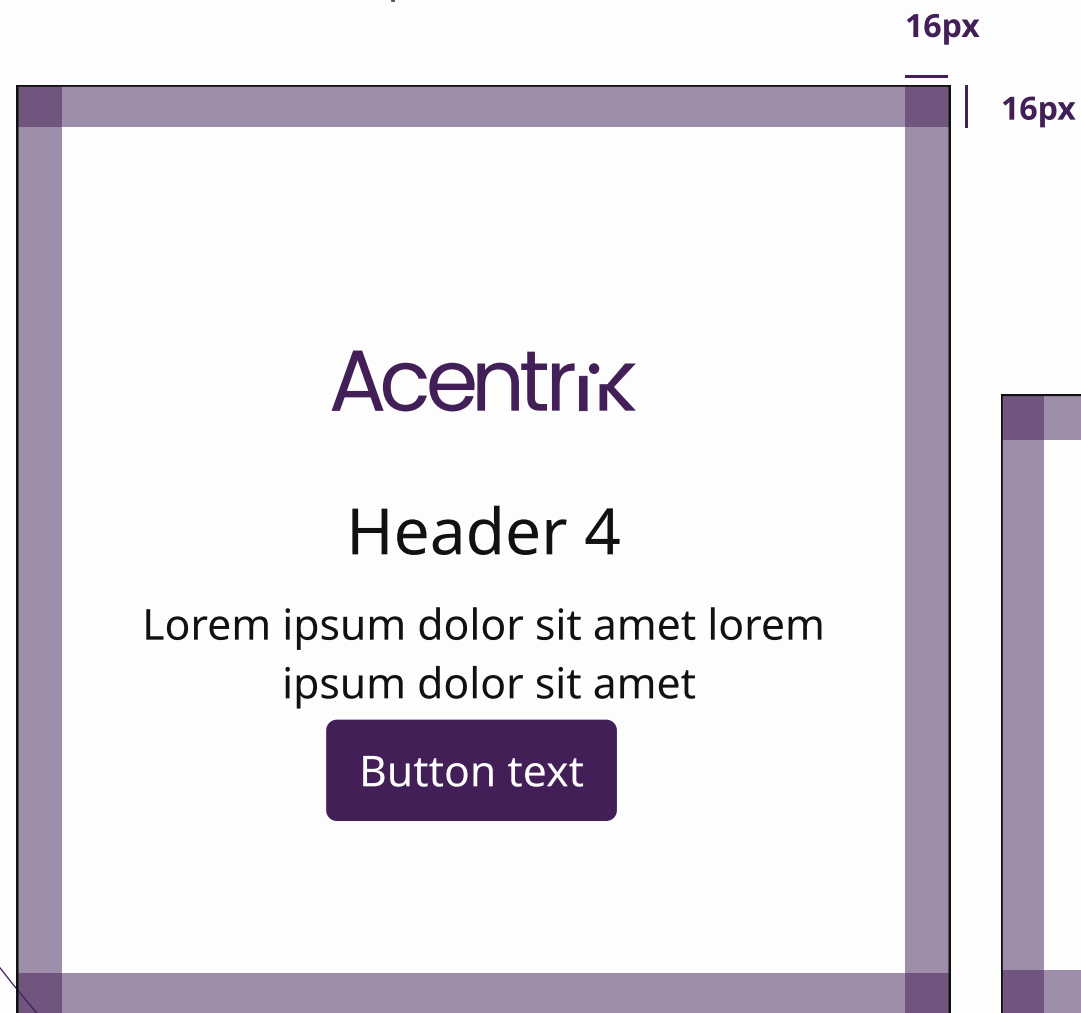Acentrik

Marketing collaterals - 3

ASSORTED BANNER SIZES

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

16px

16px

Acentrik

Header 4

Lorem ipsum dolor sit amet lorem ipsum dolor sit amet

Button text

16px

16px

Acentrik

Header 4

Lorem ipsum dolor sit amet lorem ipsum dolor sit amet

Button text

Acentrik
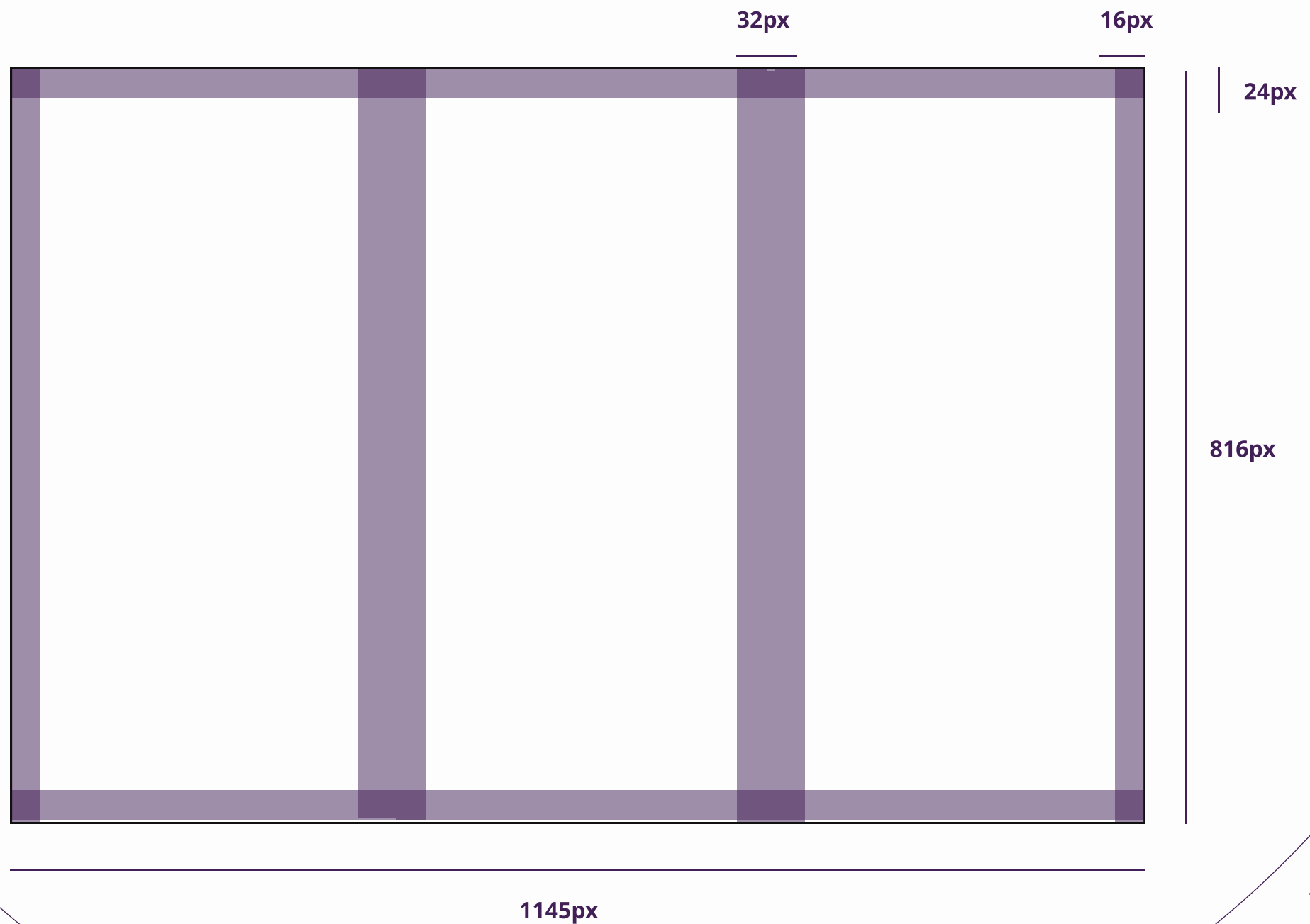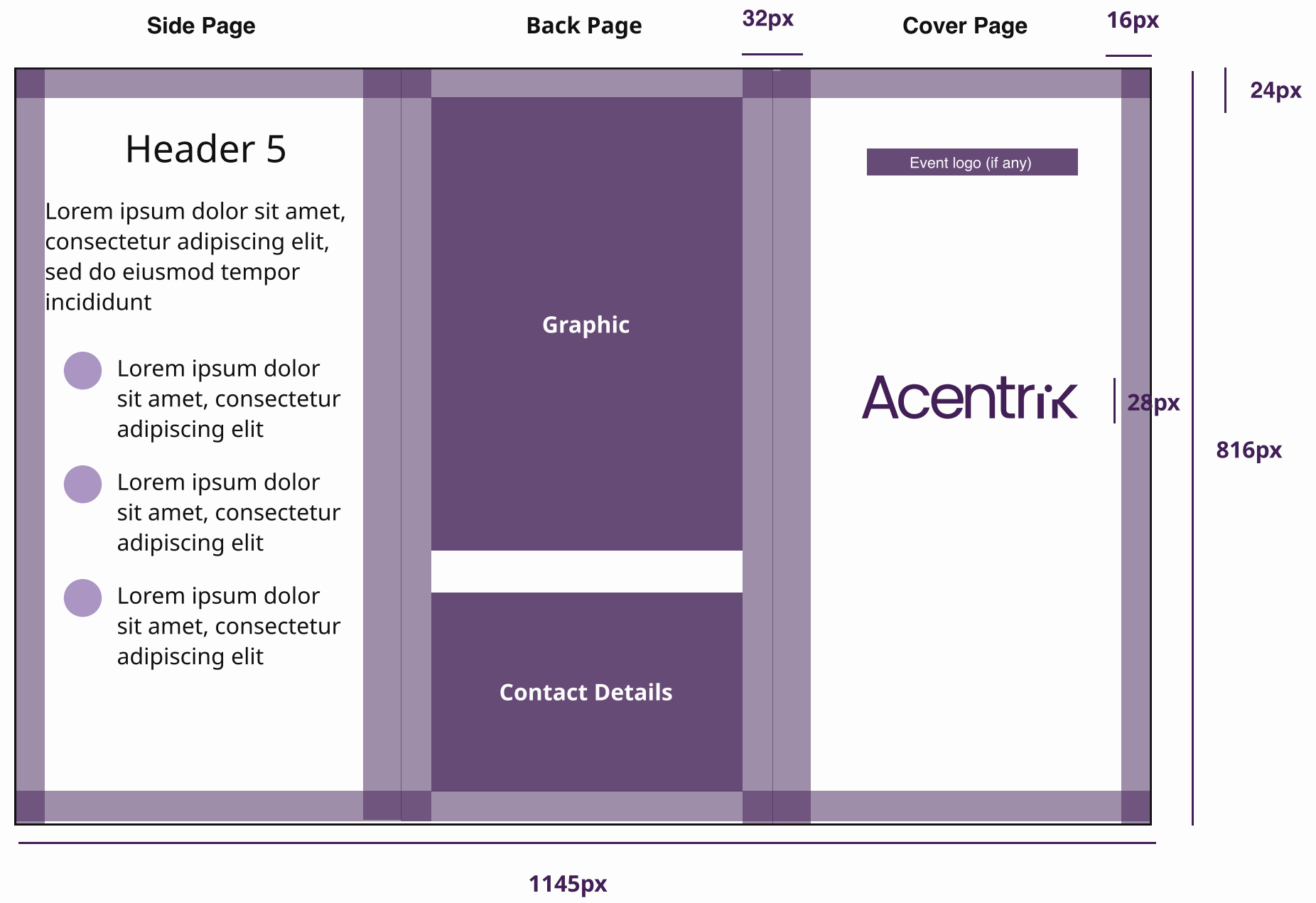
Print materials

SAMPLE DESIGN

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

32px   **16px**

24px

816px

1145px

Acentrik

Side Page

Back Page

32px

Cover Page

16px

24px

Header 5

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

- Lorem ipsum dolor sit amet, consectetur adipiscing elit

- Lorem ipsum dolor sit amet, consectetur adipiscing elit

- Lorem ipsum dolor sit amet, consectetur adipiscing elit

Graphic

Contact Details

Event logo (if any)
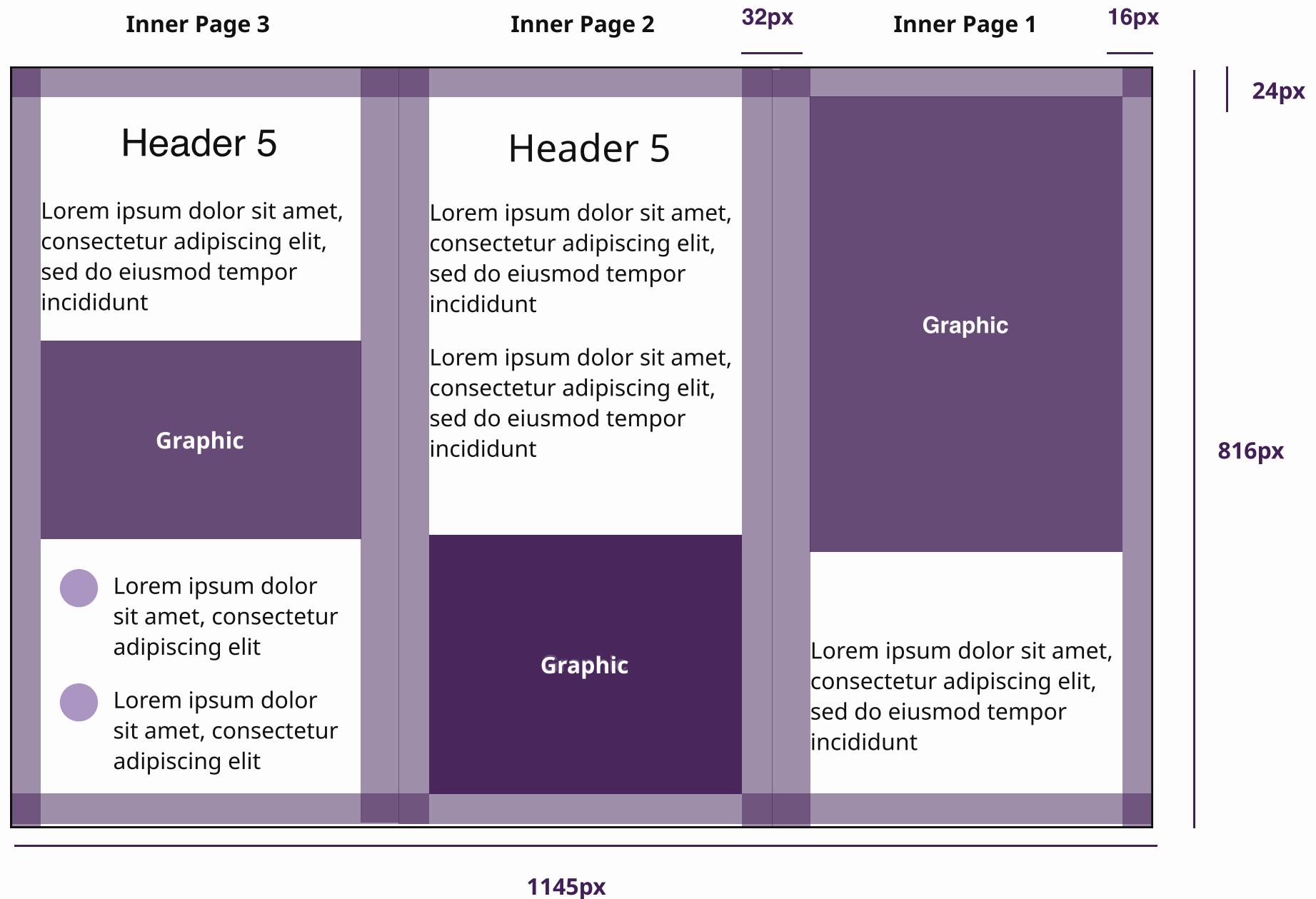
Acentrik

28px

816px

1145px

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

Acentrik

Inner Page 3

Inner Page 2

32px

Inner Page 1

16px

24px

816px

Header 5

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

Graphic

● Lorem ipsum dolor sit amet, consectetur adipiscing elit

● Lorem ipsum dolor sit amet, consectetur adipiscing elit

Header 5

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

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

Graphic

Graphic

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

1145px

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
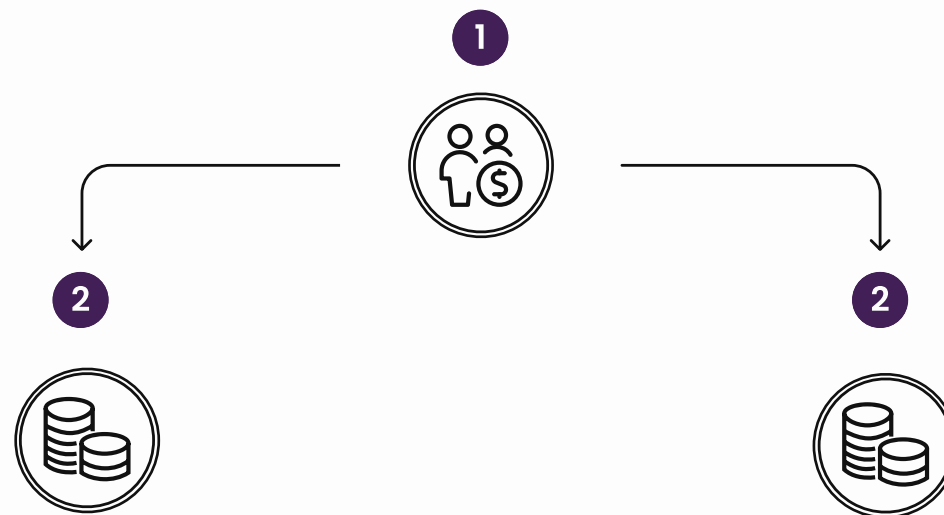
Acentrik

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
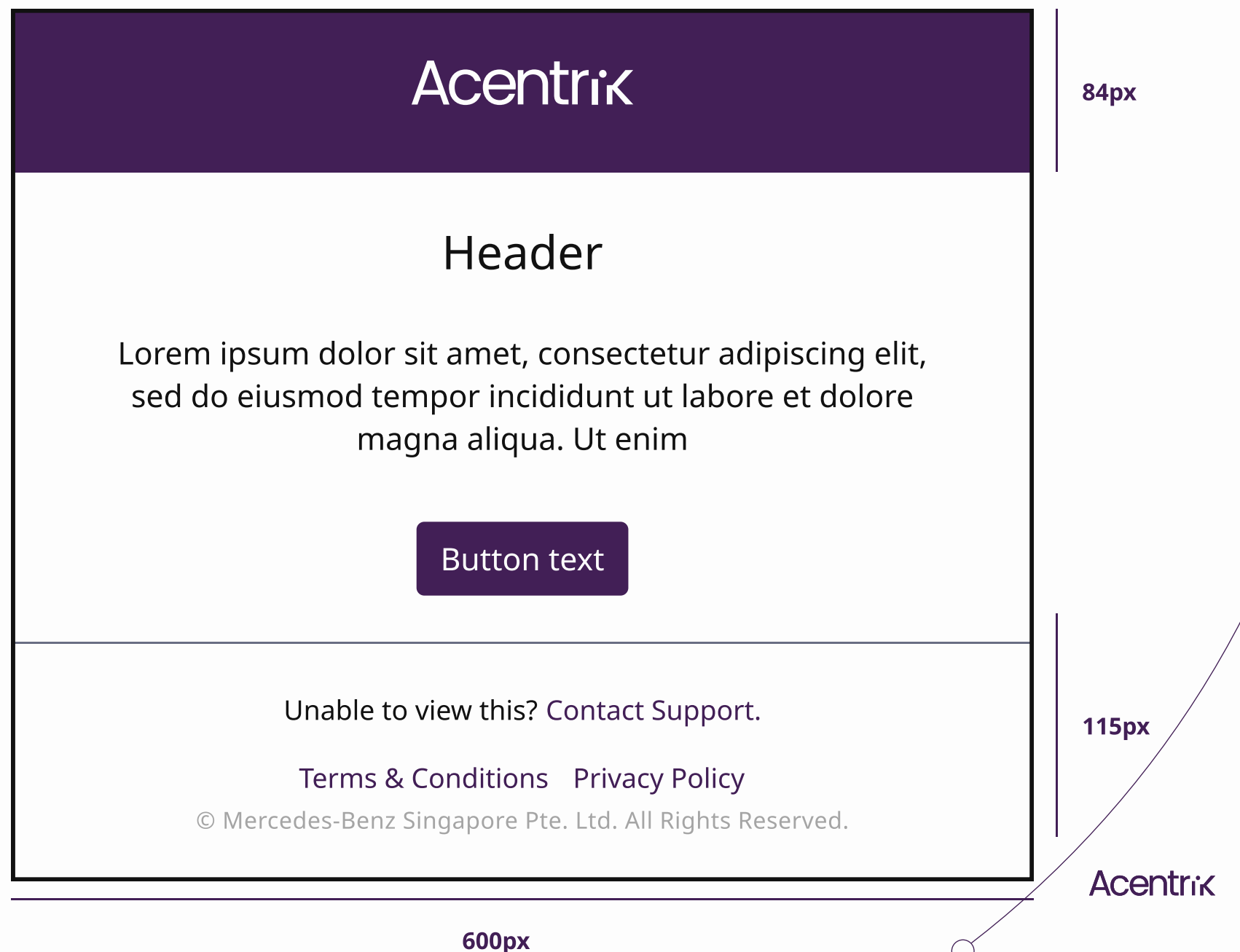Only the logomark must be used when depicting Acentrik

Email collaterals - 1

SAMPLE DESIGN

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

MINIMUM SIZES:

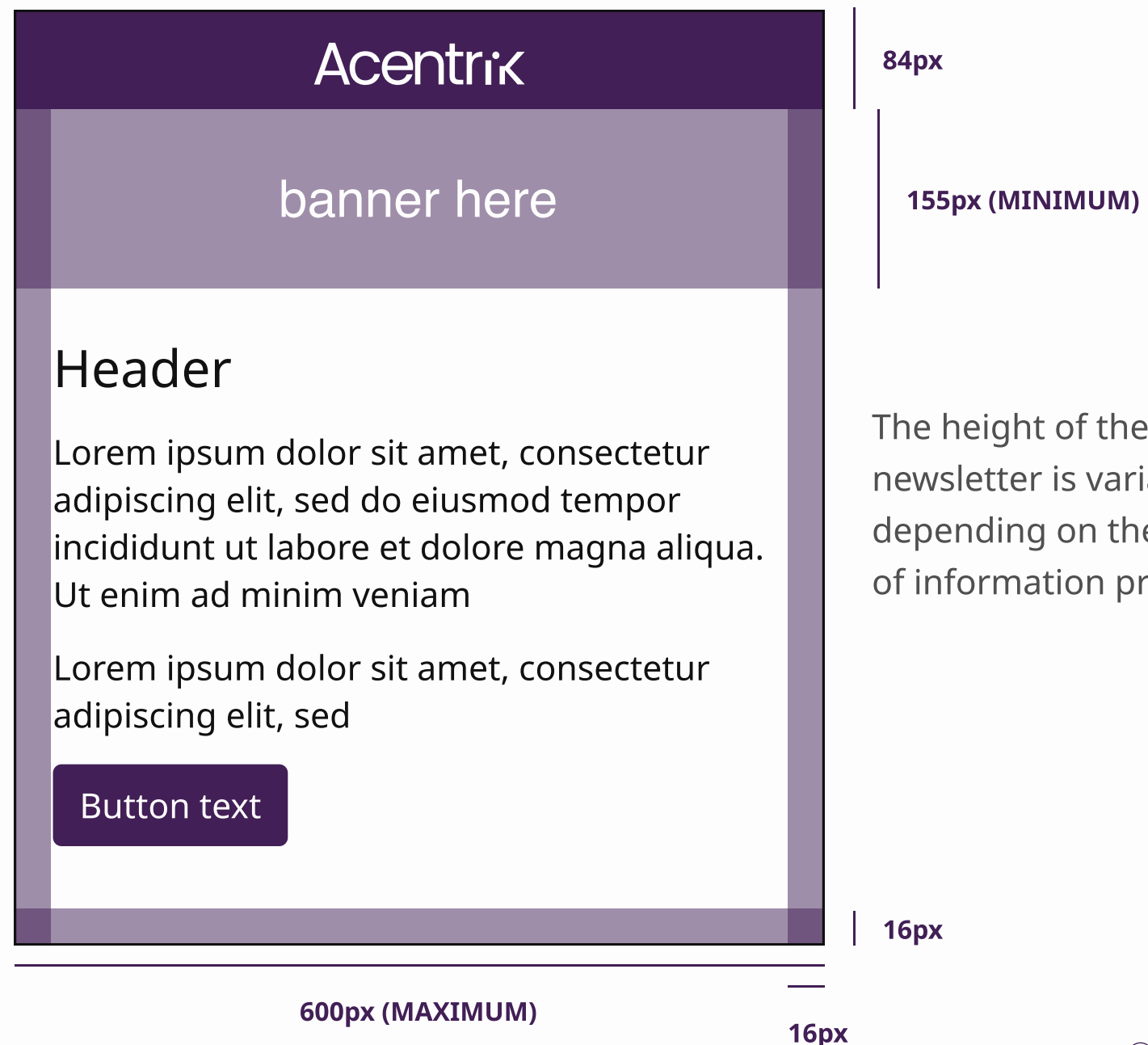- Margin: 16px
- Logo: 28px
- Header text: 24px
- Body text: 14px

Acentrik

84px

Header

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

Button text

Unable to view this? Contact Support.

Terms & Conditions   Privacy Policy

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115px

600px

Acentrik

Email collaterals - 2

SAMPLE DESIGN

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

Acentrik

banner here

84px

155px (MINIMUM)

Header

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

Button text

The height of the newsletter is variable - depending on the length of information provided.

16px

600px (MAXIMUM)

16px

Acentrik

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.

Acentrik

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

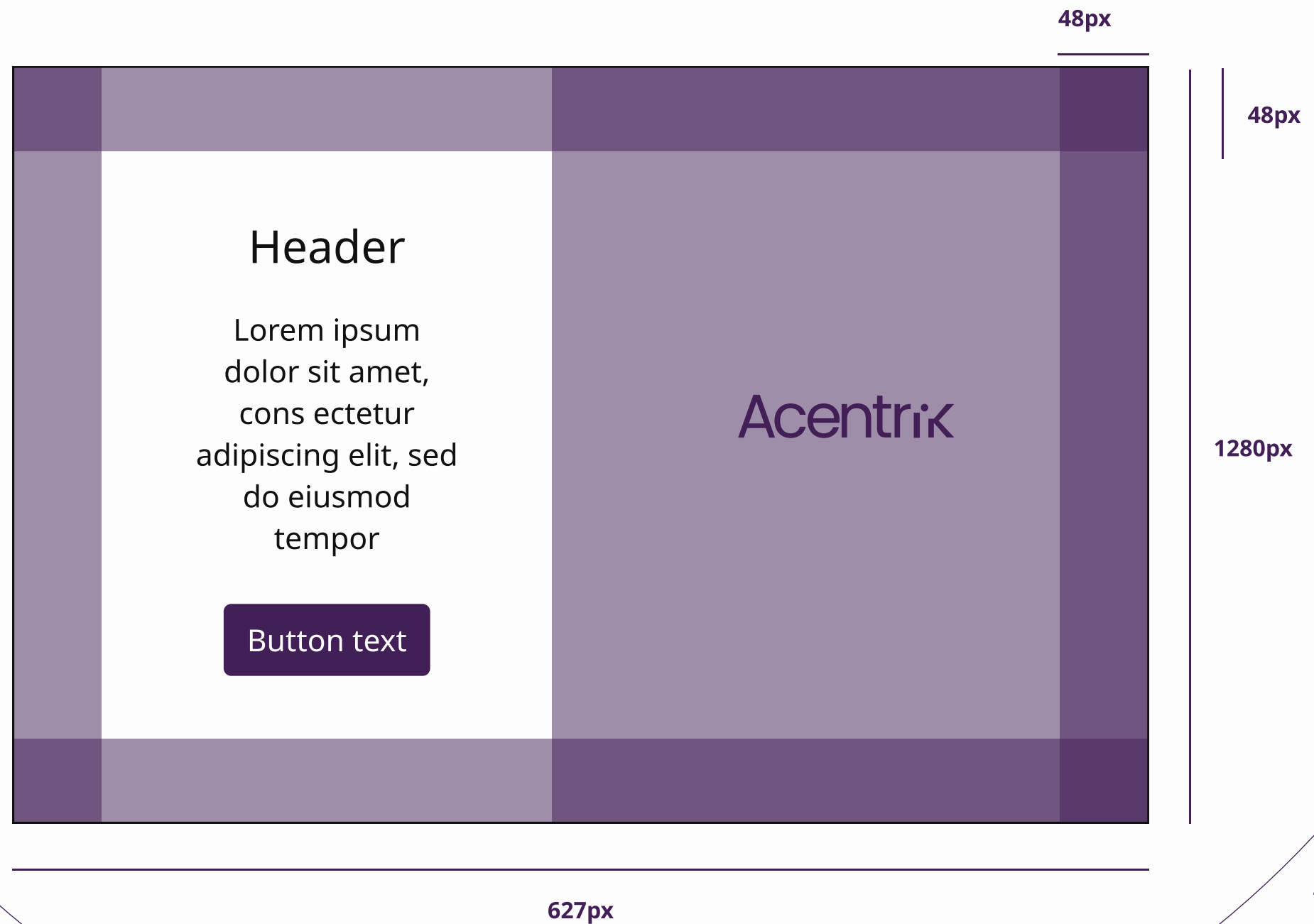24px

24px

Acentrik

Header

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

Button text

1080px

1080px

Acentrik
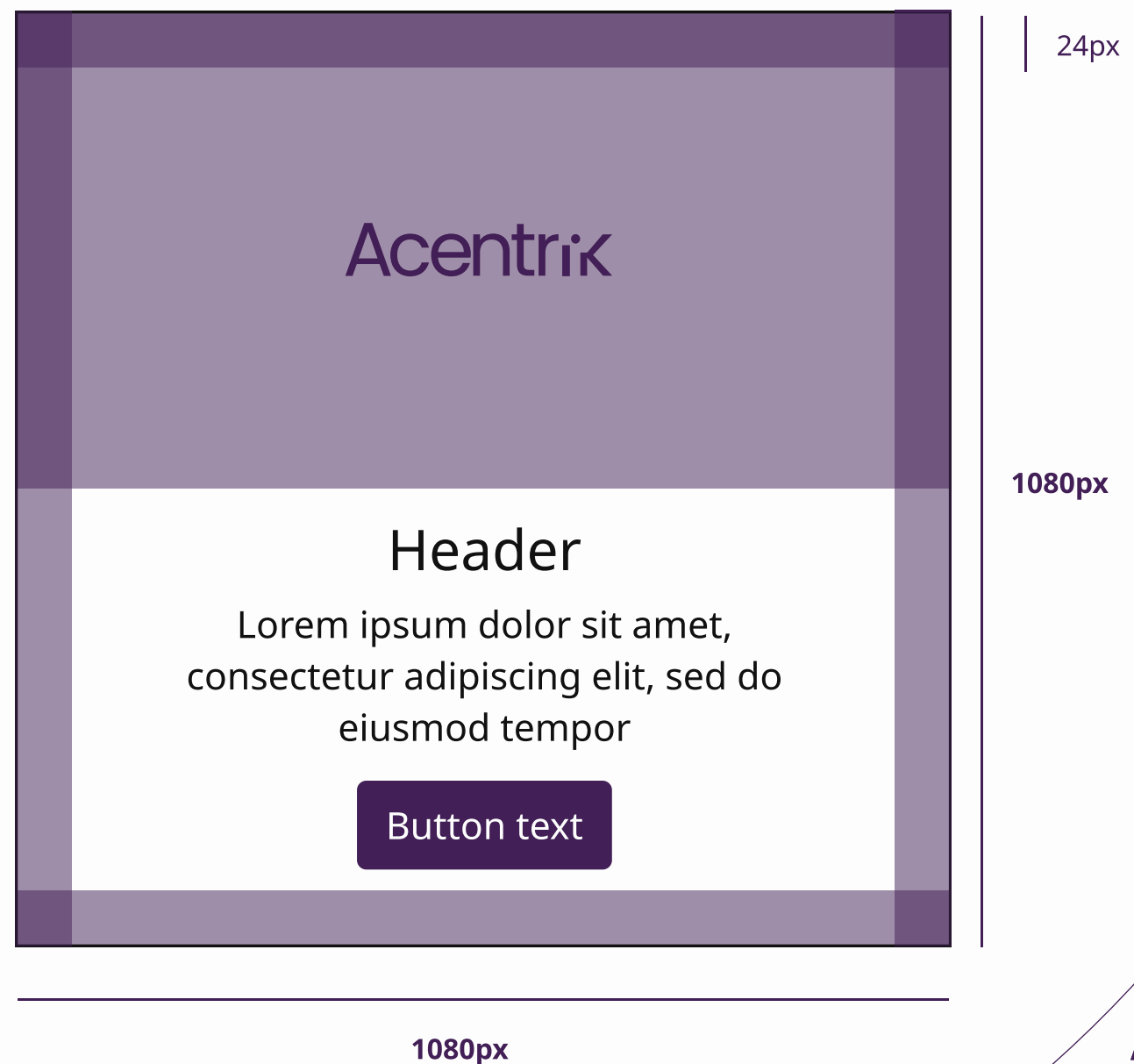
External event collaterals - 2

SAMPLE DESIGN

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

48px

48px

Header

Lorem ipsum dolor sit amet, cons ectetur adipiscing elit, sed do eiusmod tempor

Button text

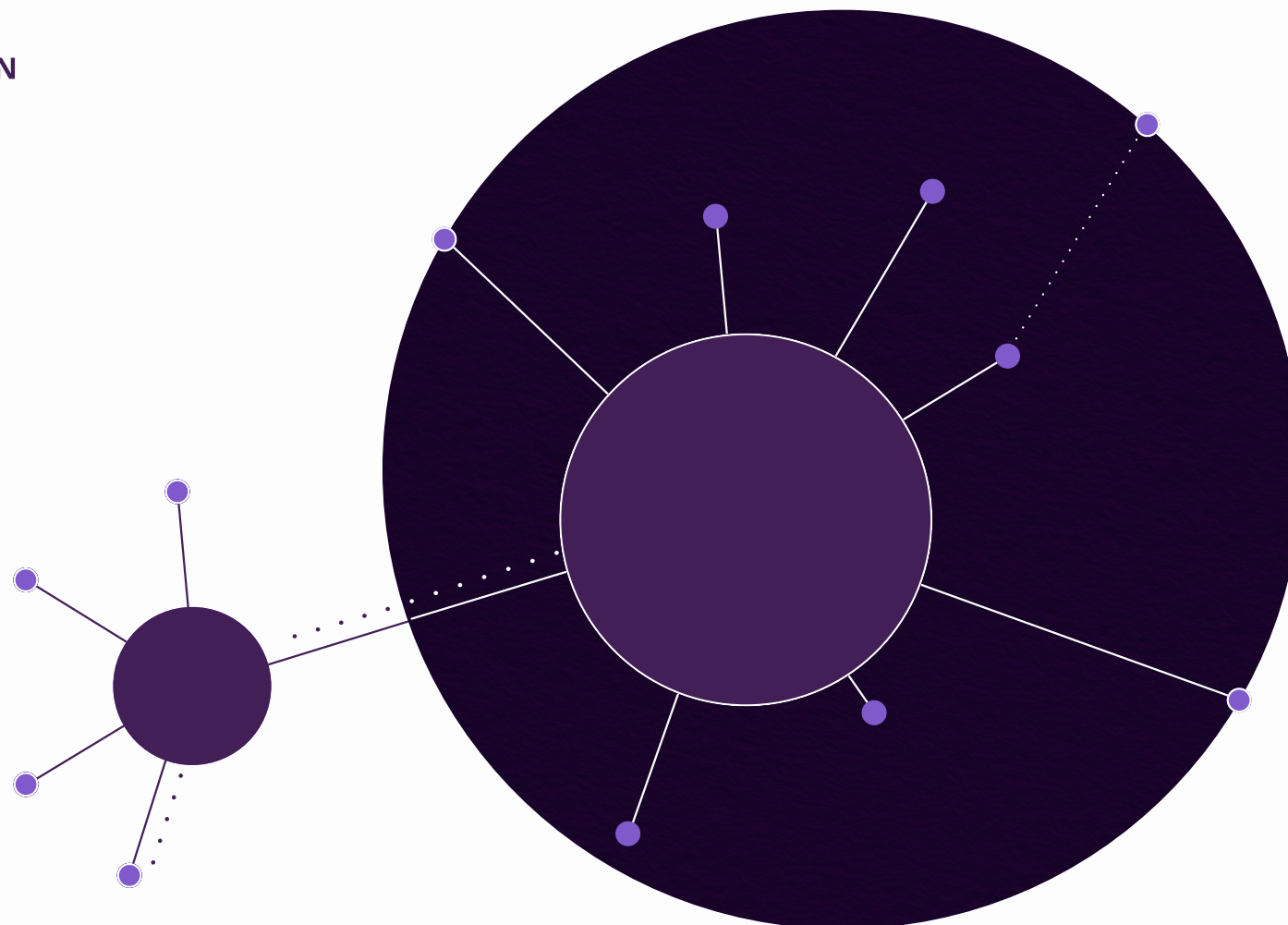Acentrik

1280px

627px

Acentrik

Accents

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

Acentrik

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

Acentrik

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
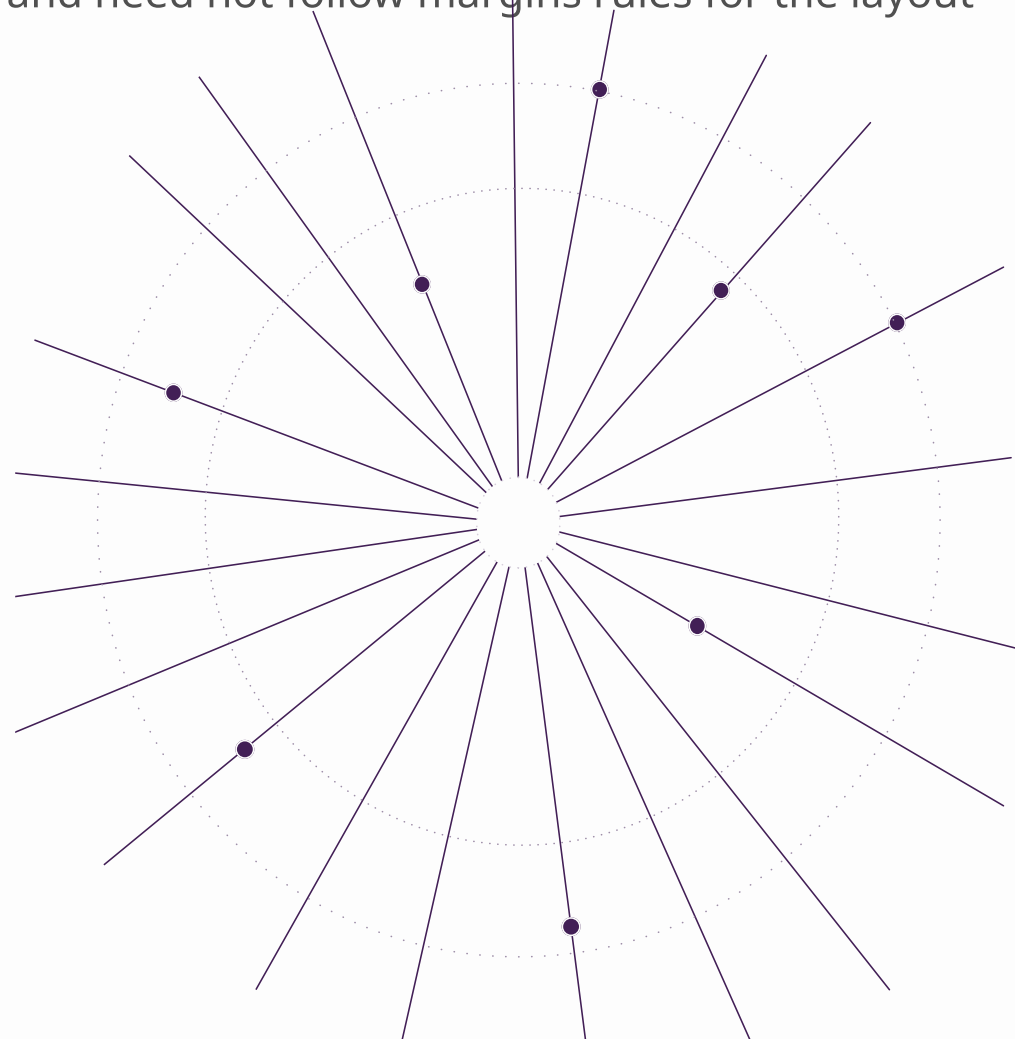
Acentrik

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
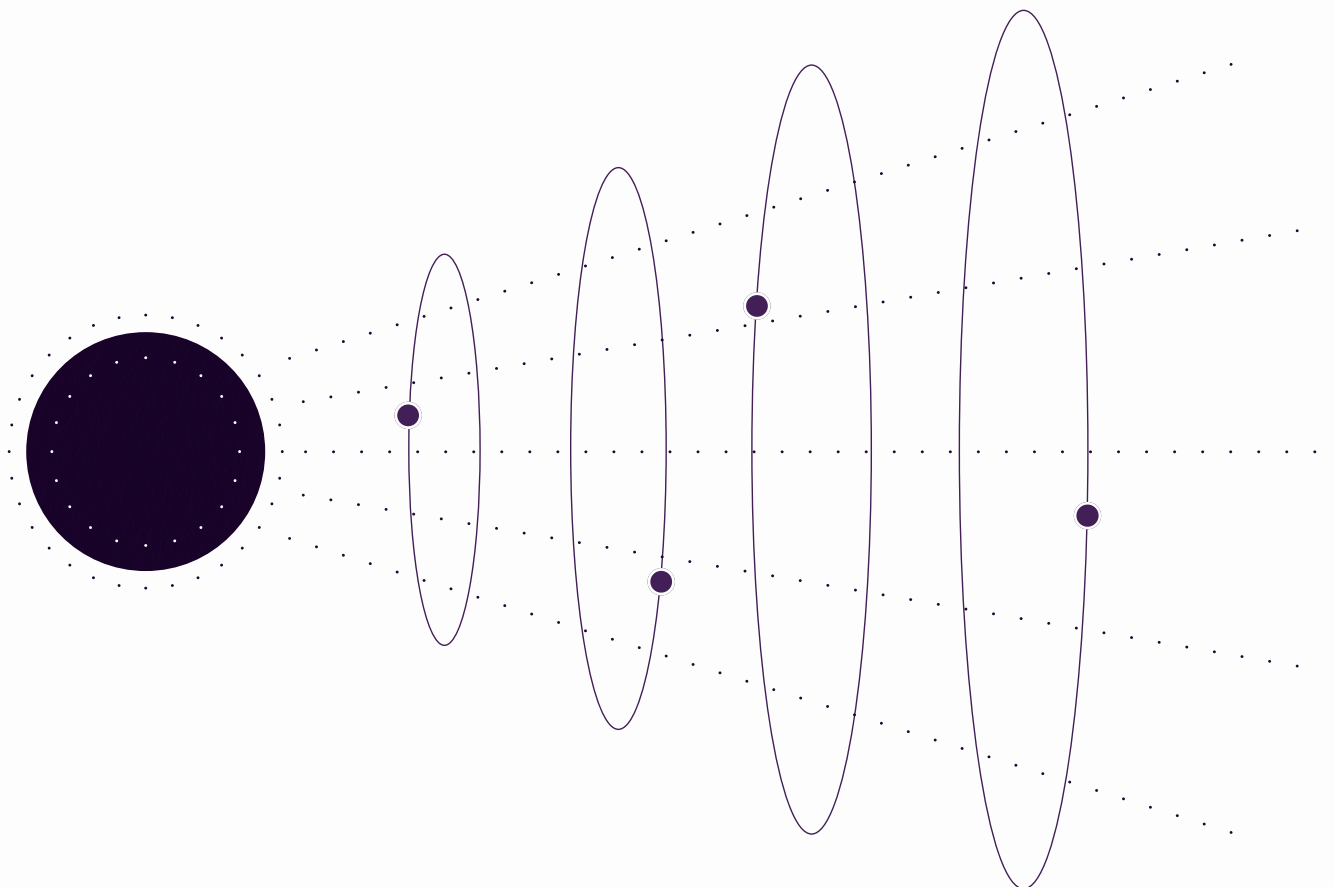
Acentrik

# 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
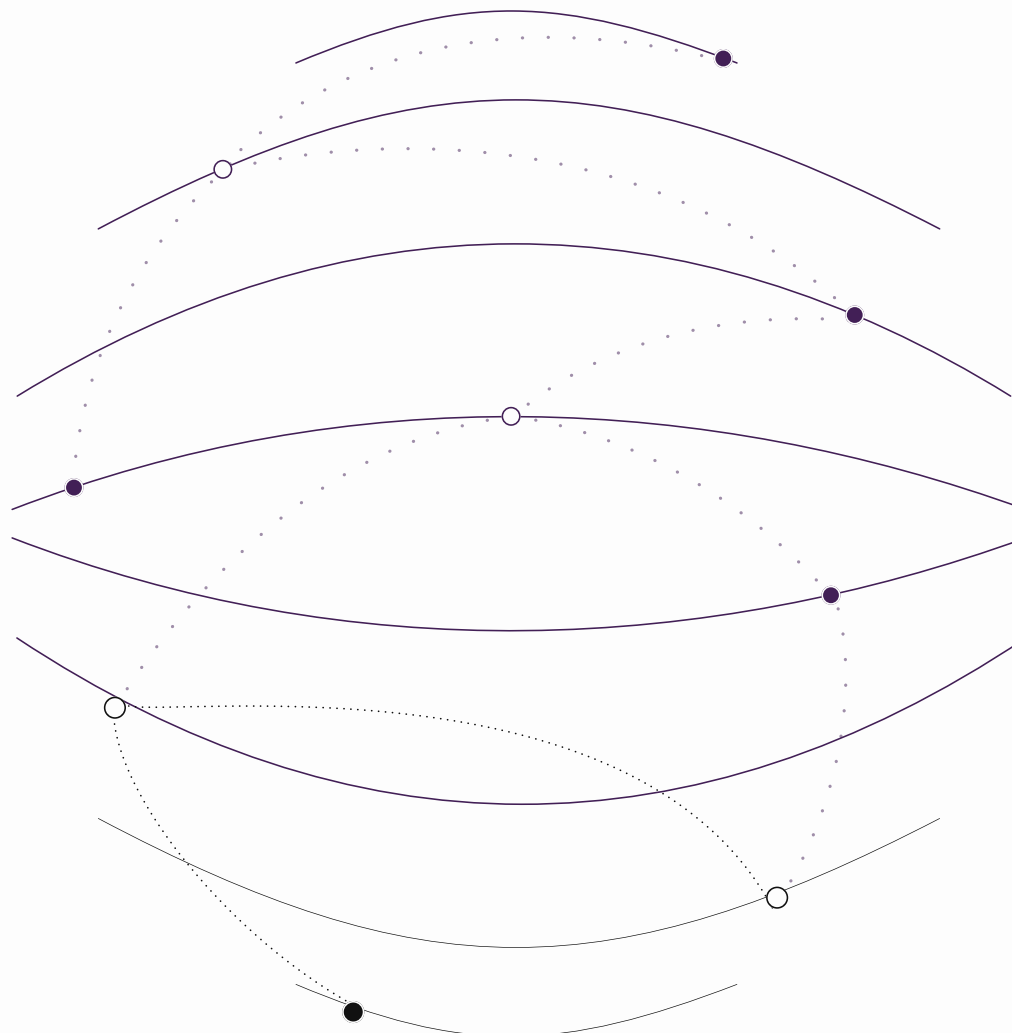
Acentrik

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**
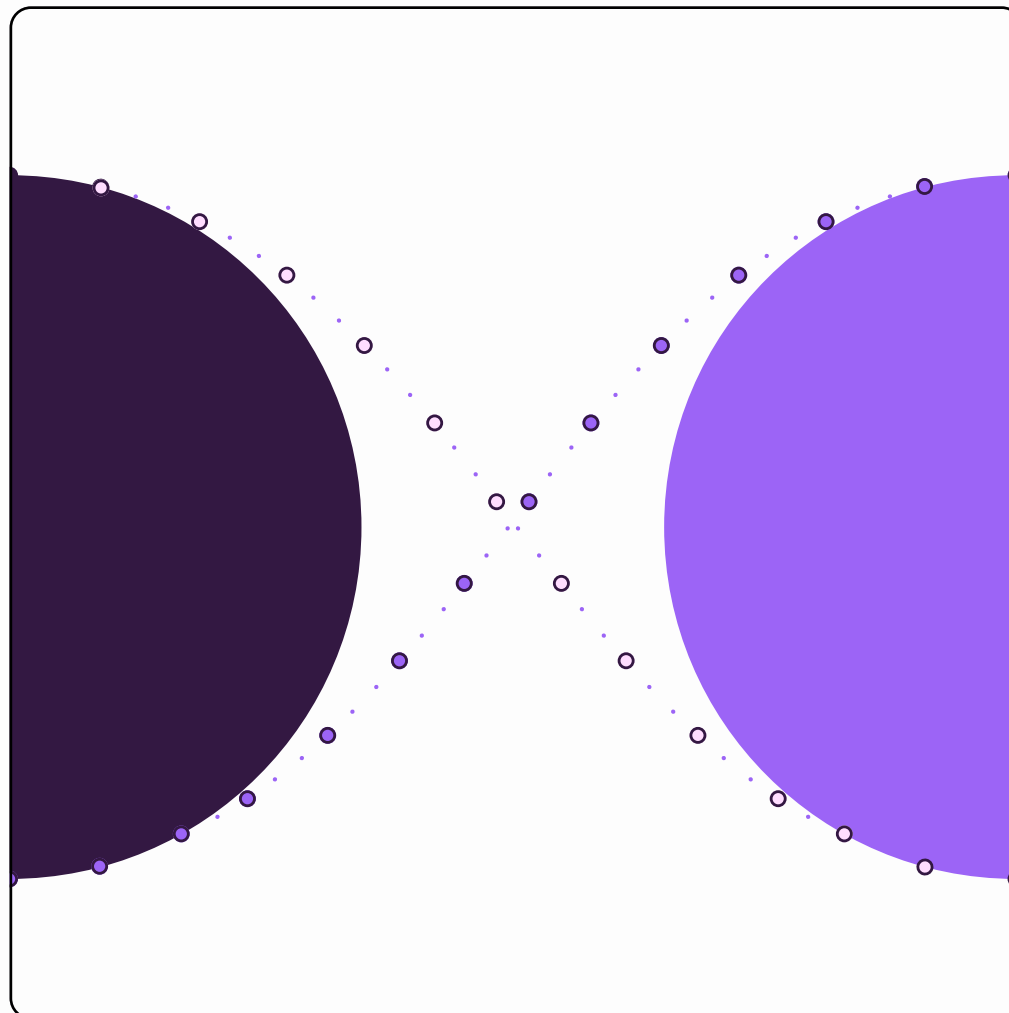
Acentrik

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
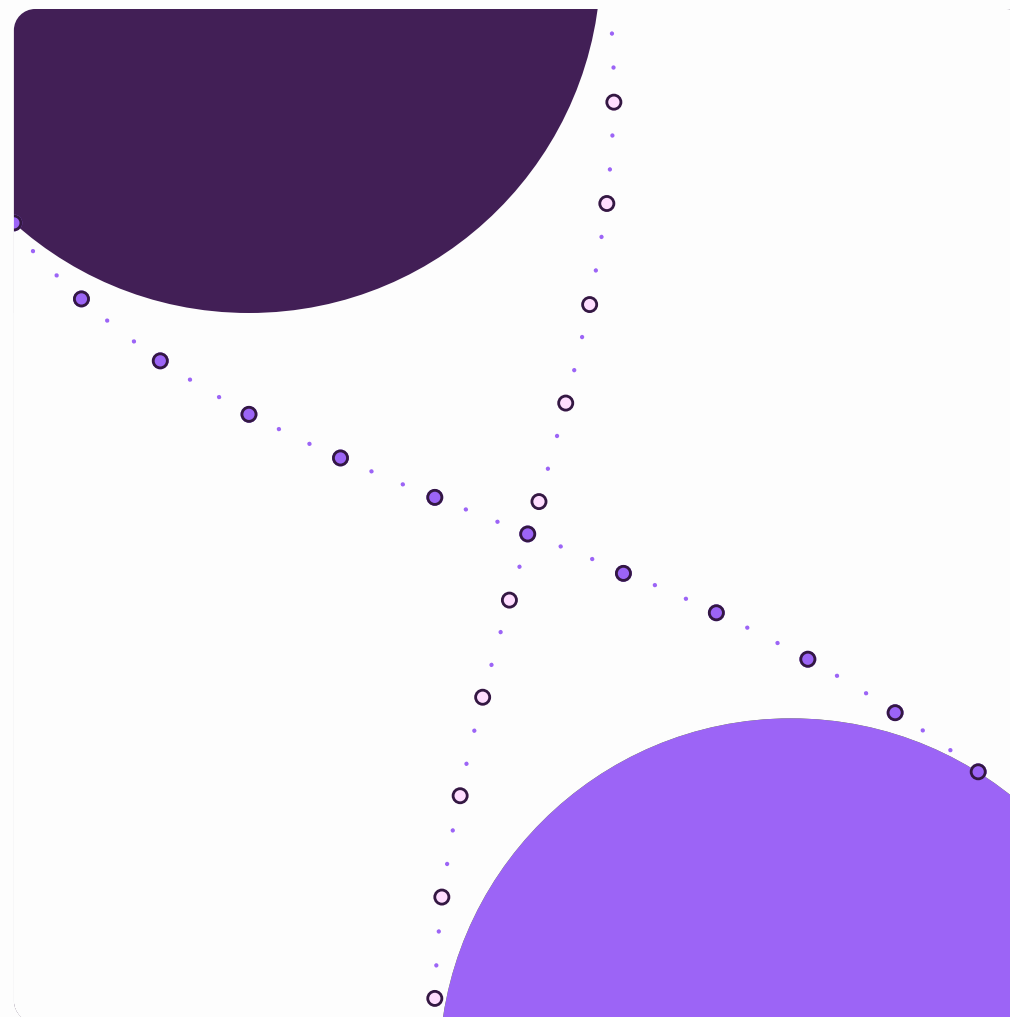
Acentrik

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
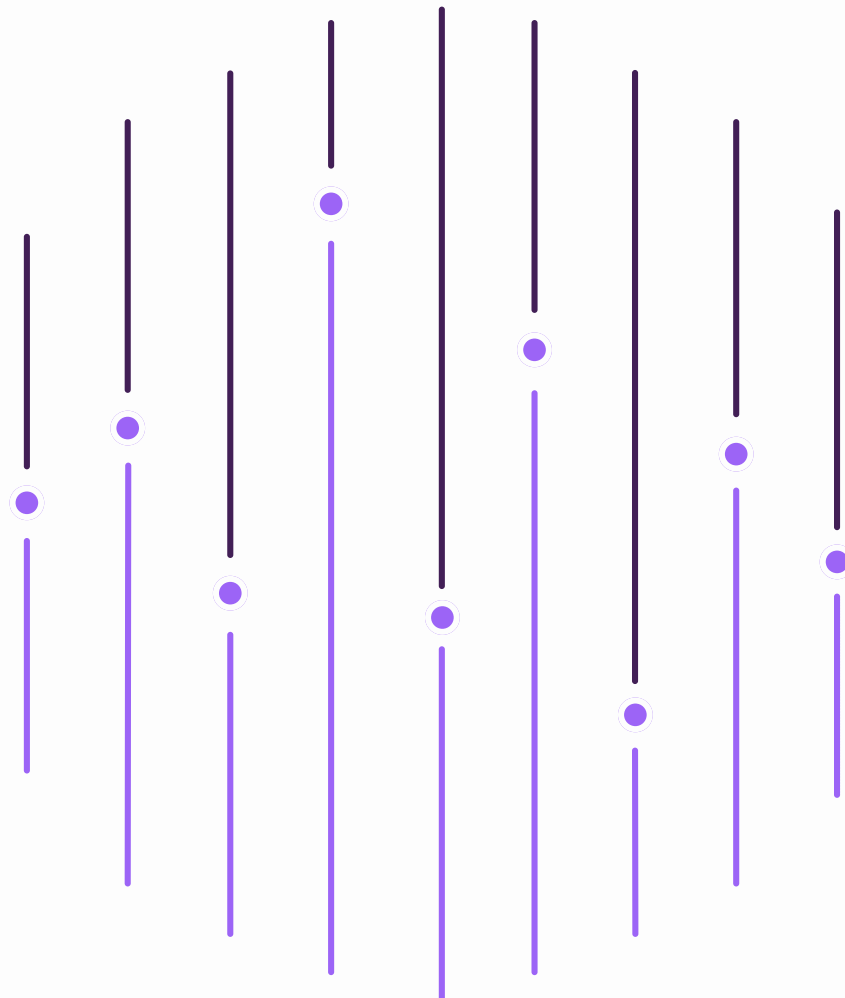
SAMPLE DESIGN
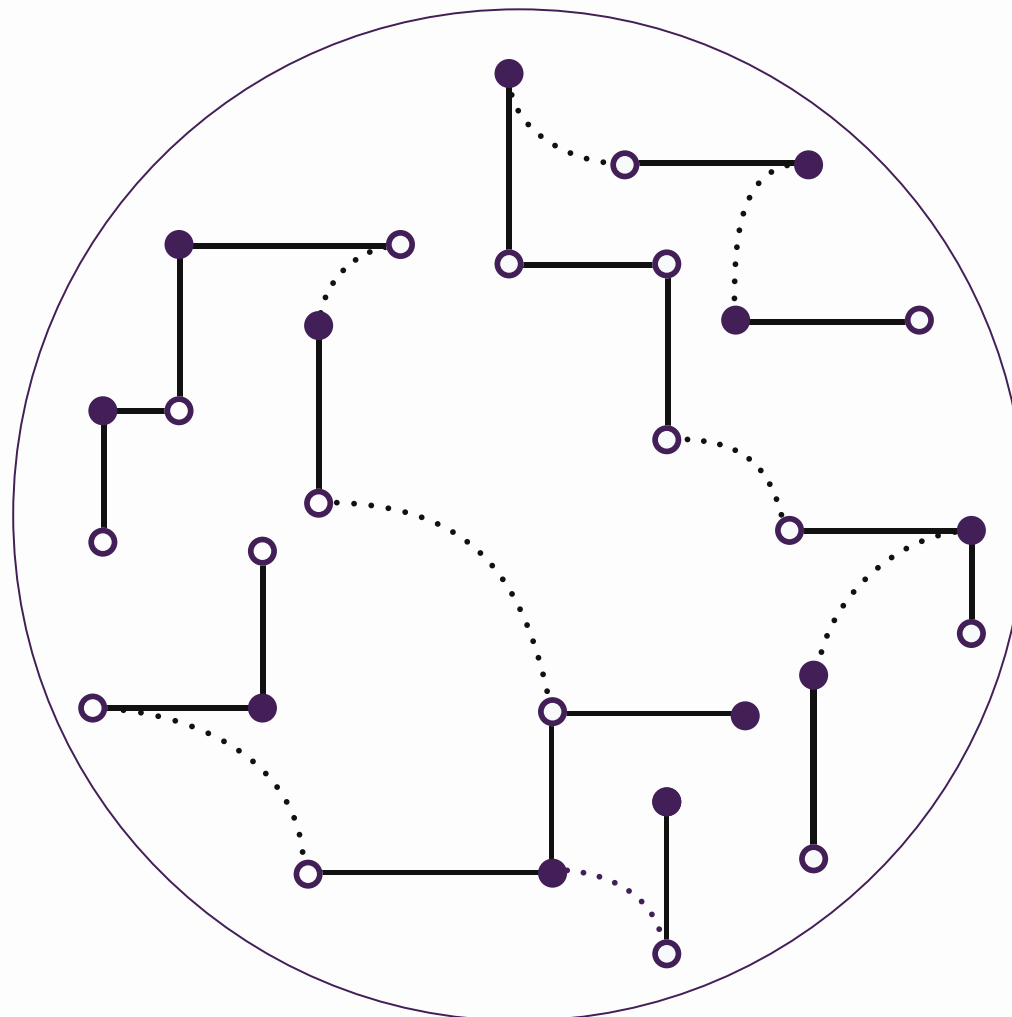
Acentrik

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

Acentrik

For more enquiries,
please reach out to our team -
support-acentrik@mercedes-benz.com