ActivEngage Logo
Guidelines

2021

Summary

The main logo is comprised of a modernized bubble featuring a three person team silhouette icon and a forward-leaning wordmark in a two-tone color composition.

The main logo represents ActivEngage's focus on people-centric services and it's dedication to forward-thinking and meaningful technological innovations.

Main Logo Variations

Main Color Invert

White

Dark Gray

Gray

Main Logo Usage

Spacing

The protected zone around the logo comprises the height of the lowercase 'e' on each side of the logo. Guarding this space ensures that our logo can be featured larger and more prominently in communications. No major elements may be positioned within this protected zone, including the trim edge of the paper.

Minimum Logo Size -
135px Wide

Minimum Logo Size

To maintain legibility and brand recognition, the main logo should not be reduced smaller than 135 pixels wide in any form of digital or print publication. If an area requiring branding is smaller than this, use the ActivEngage wordmark or bubble icon instead.

Logo Usage – Don'ts

Do not place the logo on top of a color that is used within the logo itself, or a similar hue (with the exception of white).

Do not place the logo overtop a busy image.

Do not edit/change the spacing or size relationship between logo elements.

Bubble Icon

Summary

The bubble icon is designed to work as a complementary element to the main logo, however it can be used as a standalone branding element if needed.

The simplified shapes and space counters are intentionally designed to read well at very small sizes, making the bubble icon ideal for favicon, thumbnail, and footer use.

Spacing

The protected zone around the bubble icon comprises the width of the counter of the lowercase 'e' **(roughly 15% bubble width)** on each side.

Bubble Icon Variations

White

Gray

Dark Gray
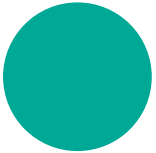
'Powered by ActivEngage' Tagline

Summary

The 'Powered by ActivEngage' tag is typically used in subtle ways as a brand identifier. Primarily tied to ActivEngage products, services, or sponsorships, the tag can be produced in large and small formats as needed.
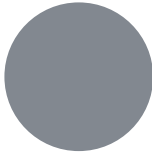
Colors

Logo Colors

ActivEngage Teal

RGB: **0, 168, 150**
CMYK: **93, 3, 53, 0**
HEX: **#00a896**
Pantone: **P 127-8 C**

ActivEngage Gray

RGB: **130, 136, 143**
CMYK: **52, 40, 36, 4**
HEX: **#82888f**
Pantone: **P 174-6 C**

Midnight

RGB: **39, 48, 59**
CMYK: **81, 69, 54, 54**
HEX: **#27303b**
Pantone: **P 174-16 C**

White

RGB: **255, 255, 255**
CMYK: **0, 0, 0, 0**
HEX: **#FFFFFF**