ActivEngage Brand Guidelines

2023

ActivEngage

Summary

The main logo is comprised of a stylized forward-leaning wordmark in a two-tone color composition.

The main logo represents ActivEngage's focus on forward-thinking and meaningful technological innovations.

Main Logo Variations

Main Color Invert

White

Alternate with Bubble Color

Alternate with Bubble Color Invert

Alternate with Bubble White

Main Logo Usage

Spacing

The protected zone around the logo comprises the size of the dot in the lowercase i. 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 - ActivEngage
125px Wide

Minimum Logo Size

To maintain legibility and brand recognition, the main logo should not be reduced smaller than 125 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

Teal Icons

Plum Icons

White Icons

Logo Colors

ActivEngage Teal

Hex: #00b7aa
RGB: 0, 183, 170
CMYK: 78, 0, 42, 0
Pantone: P 127-6 C

Cyber Grape

Hex: #4a4b7d
RGB: 74, 75, 125
CMYK: 64, 60, 0, 38
Pantone: P 101-14 C

Midnight Blue

Hex: #07074e
RGB: 7, 7, 78
CMYK: 100, 94, 0, 60
Pantone: P 101-16 C

White

Hex: #FFF
RGB: 0, 183, 170
CMYK: 0, 0, 0, 0

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