

ANAPAYA

Brand style guidelines



LOGO

Primary Logo

The main logo consists of two elements:
the Icon and the Wordmark.

Vertical

▶ Icon



▲ Wordmark

Horizontal



▲ Icon

▲ Wordmark

LOGO

Safe space

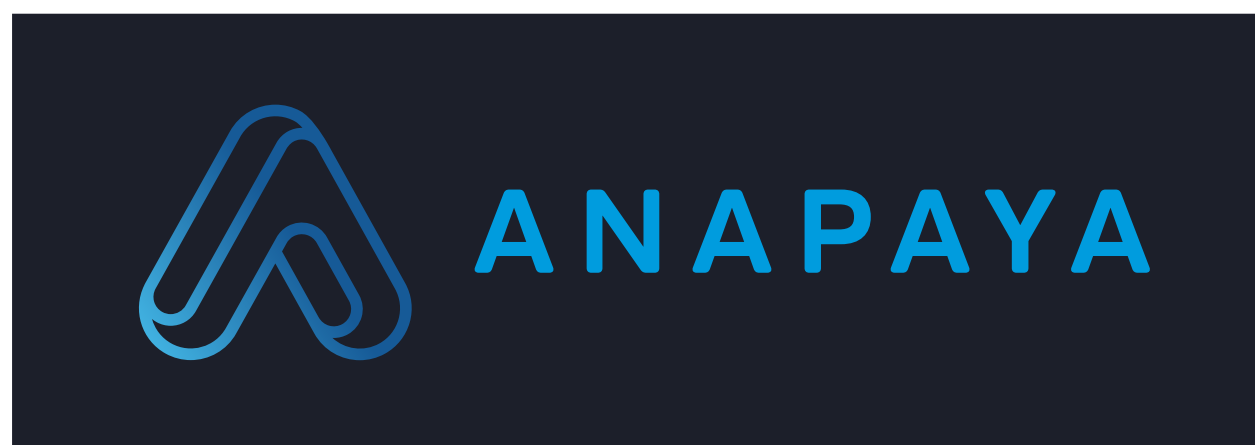
To present our logo in the most favorable way, use the height of its element as your guide for clearspace.



LOGO

Placement rules

▼ Do



Our logo has maximum impact when it appears on contrasting colors - ideally white, bluish black or black. Don't place it on images with low contrast, accents or textures.

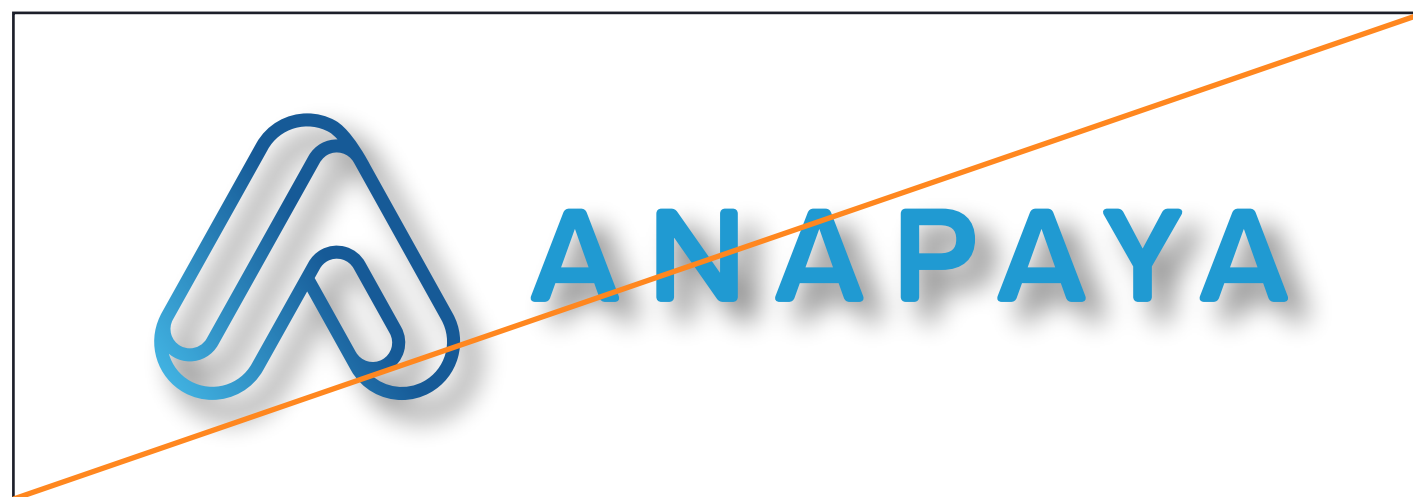
▼ Don't



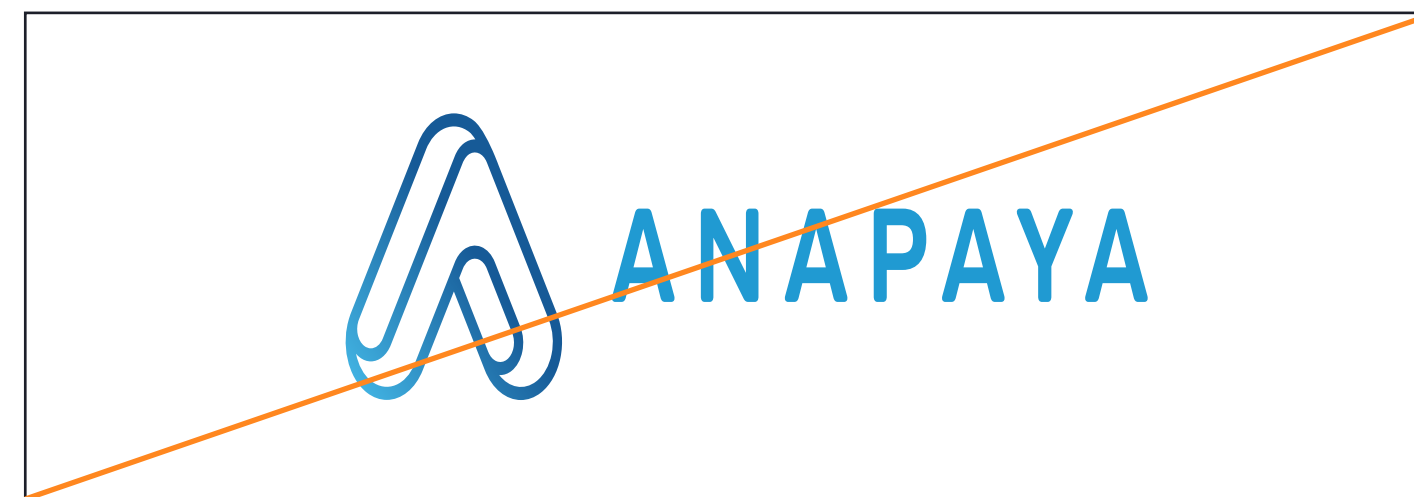
LOGO

Design violation

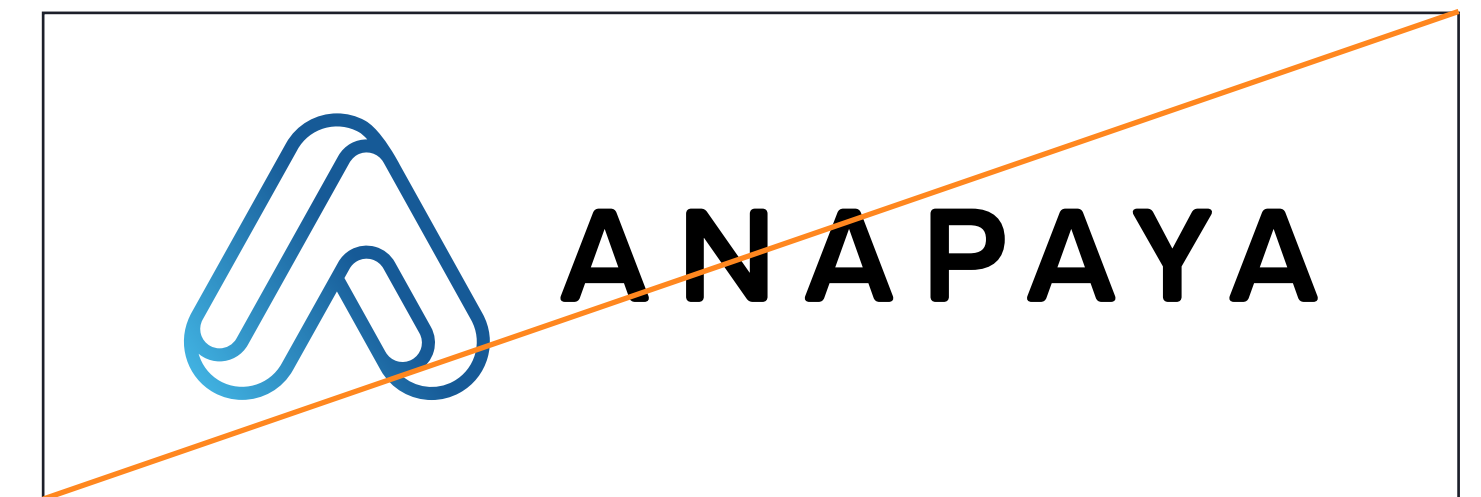
Our logo was created with specific intent. Please follow these rules below to keep their integrity intact.



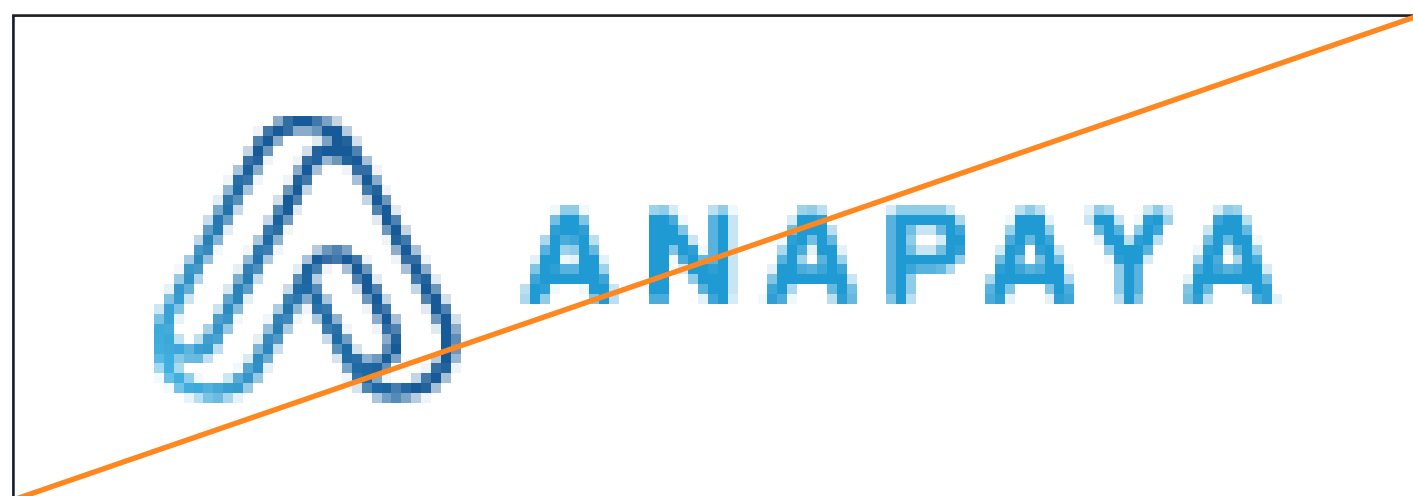
Don't add dropp shadow.



Don't distort the logo.



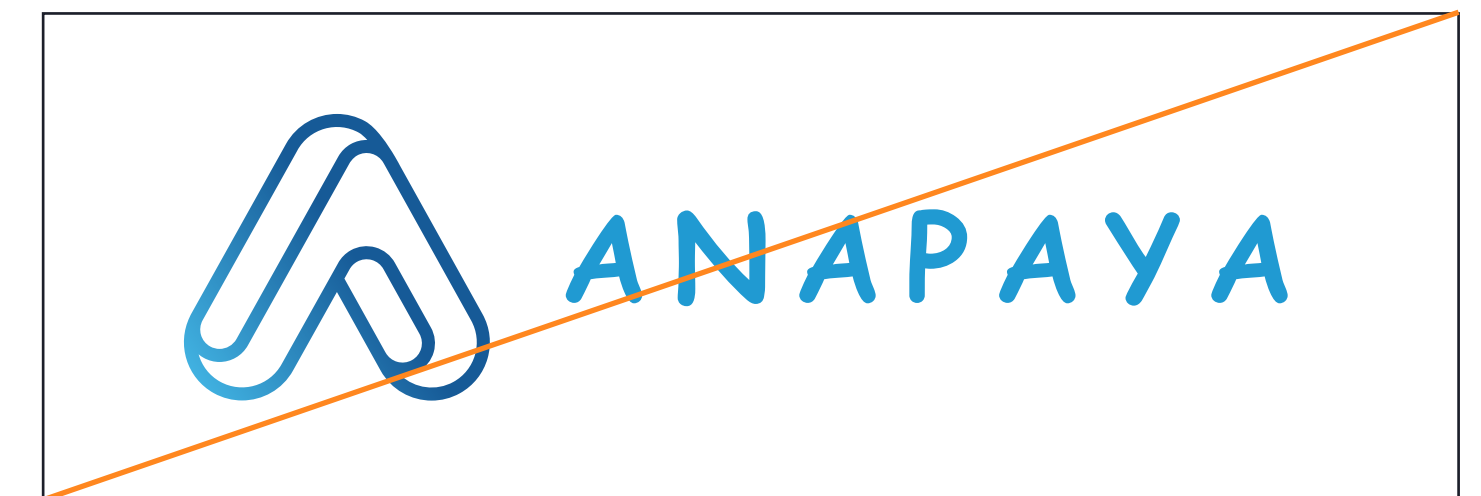
Don't add different color to the logo.



Don't use logo with low resolution.



Don't alter the logo composition.



Don't use other fonts.

LOGO

Minimum size

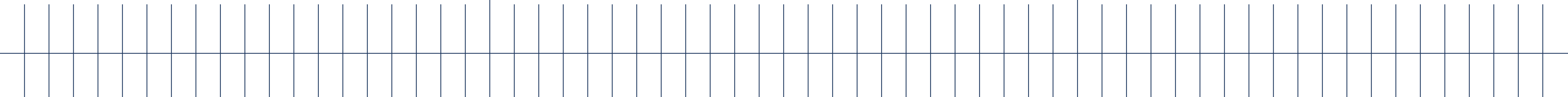
To provide legibility and clarity of the logo a minimum size has been established for each version:



50 px
18 mm



25 px
10 mm



PRODUCT LOGO

Anapaya EDGE logo



Logo

The product logos consists of two elements: the name of the product and the Anapaya Wordmark logo.



Icon

The product icons are created based on the product logos.



Safe space

To present our product logos in the most favorable way, use the height of its element as your guide for clearspace.



PRODUCT LOGO

Anapaya CORE logo

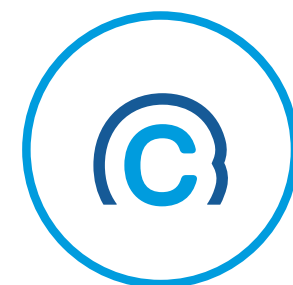
▶ Logo

The product logos consists of two elements: the name of the product and the Anapaya Wordmark logo.



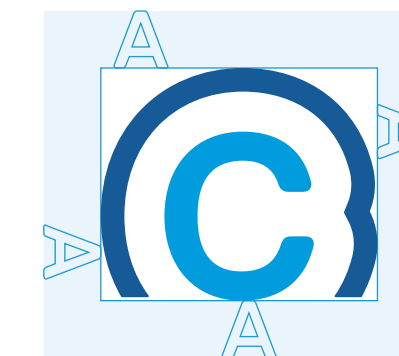
▶ Icon

The product icons are created based on the product logos.



▶ Safe space

To present our product logos in the most favorable way, use the height of its element as your guide for clearspace.



PRODUCT LOGO

Anapaya GATE logo

▶ Logo

The product logos consists of two elements: the name of the product and the Anapaya Wordmark logo.



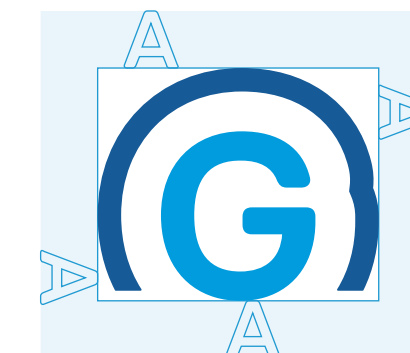
▶ Icon

The product icons are created based on the product logos.



▶ Safe space

To present our product logos in the most favorable way, use the height of its element as your guide for clearspace.



PRODUCT LOGO

Anapaya CONSOLE logo

▶ Logo

The product logos consists of two elements: the name of the product and the Anapaya Wordmark logo.



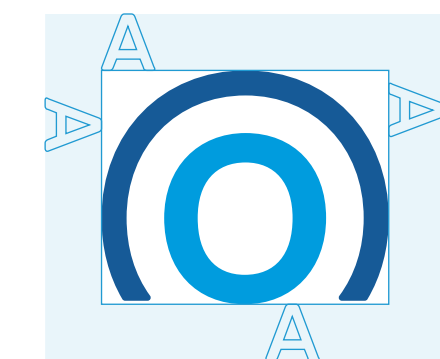
▶ Icon

The product icons are created based on the product logos.



▶ Safe space

To present our product logos in the most favorable way, use the height of its element as your guide for clearspace.



PRODUCT LOGO

Placement rules

Our product logos have maximum impact when it appears on contrasting colors - ideally white, bluish black or black. Don't place it on images with low contrast, accents or textures.

Apply this example for all product logos.

▼ Do



▼ Don't



PRODUCT LOGO

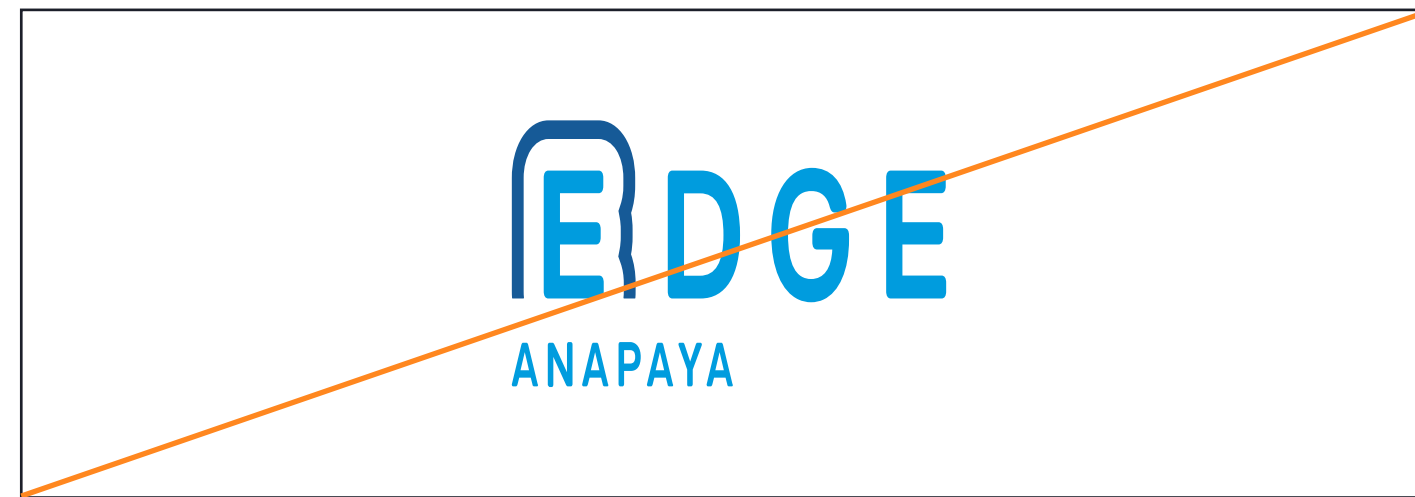
Design violation

Our product logos were created with specific intent. Please follow the rules below to keep their integrity intact.

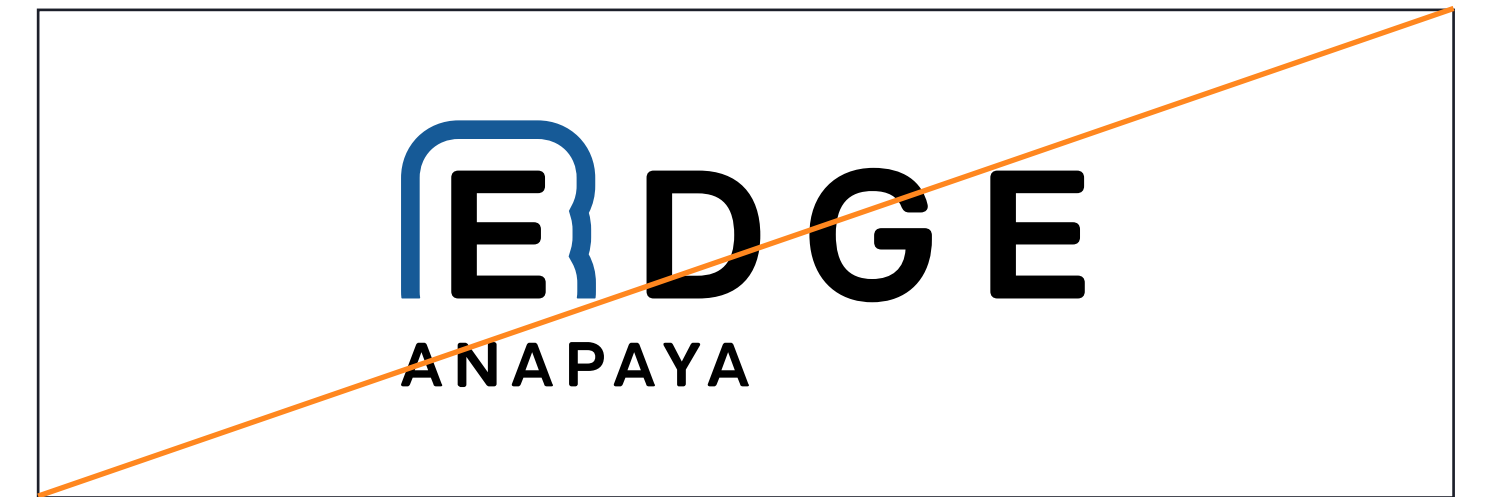
Apply this example for all product logos.



Don't add dropp shadow.



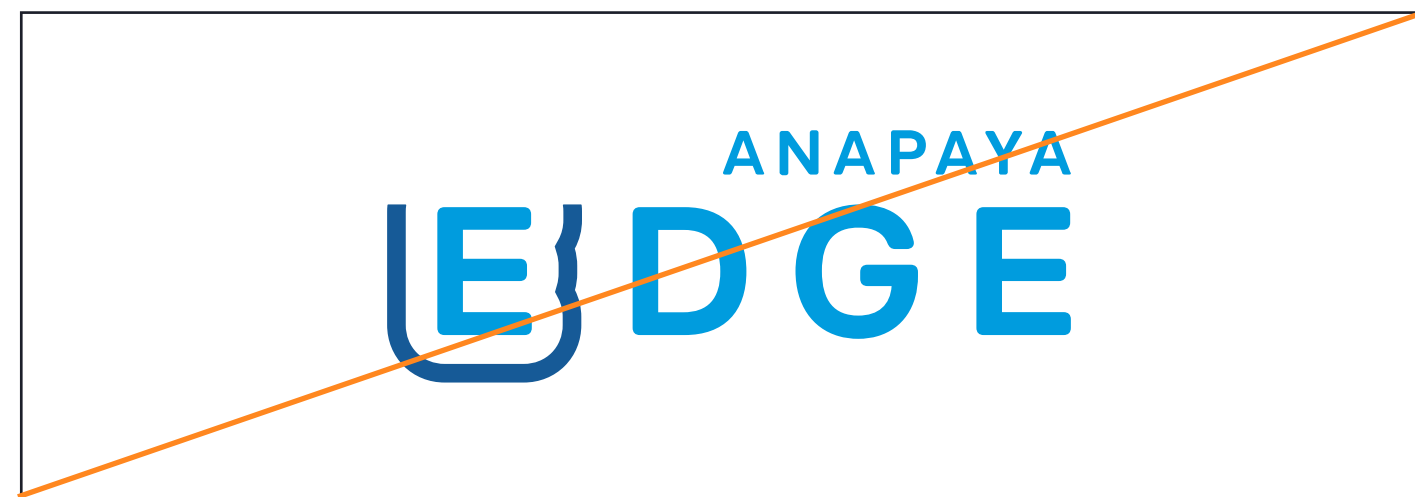
Don't distort the logo.



Don't add different color to the logo.



Don't use logo with low resolution.



Don't alter the logo composition.



Don't use other fonts.

PRODUCT LOGO

Minimum size

To provide legibility and clarity of the product logos a minimum size has been established for each version.

Apply this example for all product logos.



60 px
21 mm

20 px
8 mm

50 px
17 mm

18 px
7 mm

COLORS

Primary and secondary colors

Our primary colors are Bluish Black, Deep Blue, Strong Blue and Vivid Blue, and should be predominantly present in branding materials. Secondary colors should be used as accents.

Use the examples in this guide as a model to understand when this rule can be applied.

Primary colors

Bluish Black HEX: 1C1F2A RGB: 28, 31, 42 CMYK: 80%, 75%, 55%, 70% Pantone 532C	Deep Blue HEX: 1B365D RGB: 27, 54, 93 CMYK: 100%, 80%, 40%, 30% Pantone 534 C	Strong Blue HEX: 165A97 RGB: 22, 90, 151 CMYK: 95%, 70%, 15%, 0% Pantone 2945 C
Transparency		

Secondary colors

Vivid Blue HEX: 009CDE RGB: 0, 156, 222 CMYK: 75%, 25%, 0%, 0% Pantone 2925 C	Strong Green HEX: 97E65E RGB: 151, 230, 94 CMYK: 34%, 0%, 59%, 10% Pantone 7487 C	Princeton Orange HEX: FF871F RGB: 255, 135, 31 CMYK: 0%, 47%, 88%, 0% Pantone 1495 C
		80%
		60%
		40%
		20%

Gradient

Vivid Blue HEX: 009CDE	Strong Blue HEX: 165A97
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TYPOGRAPHY

Brand font: Montreux Classic Soft

Demi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Extra bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Elegant and clean typeface.

Inspired by Swiss design.

Montreux Classic Soft family was designed with great versatility in mind. It is clean and neutral, paying homage to the famous and beloved *Swiss design typefaces*, such as Haas Grotesk or Helvetica; Montreux Classic Soft is successful in most commercial areas such as finance, banking, health, IT or legal environments.

These meticulously crafted elegant and universal fonts are a modern, extremely versatile instrument every designer needs to own in personal toolset.

TYPOGRAPHY

Typography hierarchy

The typography hierarchy in Montreux Classic Soft is carefully structured to ensure clear communication and visual hierarchy throughout our brand materials.

Headers

command attention and set the tone, utilizing the bold weight.

Sub headers

follow, using a slightly lighter weight for easy readability.

Body text

is set in a regular weight, providing a comfortable reading experience.

Calls to action (CTA)

employ a distinct style, such as contrasting color, to draw attention.

SCION vs. Traditional Internet: advantages and key differences

The Internet has become an integral part of our lives, connecting people and devices across the globe.

The Internet has become an integral part of our lives, connecting people and devices across the globe. However, as technology advances and our reliance on digital connectivity grows, the traditional Internet architecture faces scalability, security, and reliability challenges. As a result, a new architecture has emerged: SCION (Scalability, Control, and Isolation on Next-Generation Networks) is a modern approach to designing a secure, reliable, and performant Internet architecture.

[Learn more](#)

Header

Montreux
Classic Soft:
Extra bold

Sub Header

Montreux
Classic Soft:
Demi bold

Body text

Montreux
Classic Soft:
Book

Call-To-Action

Montreux
Classic Soft:
Book

THANK YOU!

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