



BRAND GUIDELINES | 2024

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LOGO

The AST logo holds a pivotal role within the brand communication system. Through consistent & repetitive use as a signature element in all of AST's visual communications, the logo becomes a shorthand which identifies and symbolically embodies the company's activities and goals.



AST

AST

AST

AST

WORDMARK

The AST company wordmark represents our entire organization, including the full family of companies and technologies, and should only be used to represent the AST company. When to use the company wordmark: News casts, News programming, Editorials, Partnerships, Sponsorships, Formal agreement.

Please work closely with AST contact person for approvals to print or use the AST company wordmark in your marketing & media communications.



APPLICATIONS SOFTWARE TECHNOLOGY

A MARK

The A mark, also called the symbol, can be used independent of the logo when a more compact footprint is needed. It should always be used as a standalone element and never alongside the logo. To establish name awareness, the full logo should be the default choice whenever possible. The A mark could be used as an alternative brand identity element to avoid repeating the logo or when there is a size or space restriction, for example: Favicon.



LOGO SPACE , SIZE & SAFTY ZONE

Minimum Clear Space: The clear space ensures legibility and visual impact by isolating the AST logo from competing visual elements.

Determine the minimum clear space around the logo at **10%**. For example, for a logo that is **100px wide**, the clear space should be **10px** on all sides.

Minimum Size: Although there is no maximum size for the AST logo, it is important to limit its reduction. The minimum size recommended for the logo is **15px height** for digital surfaces and **3mm height** within print.



COLORS

SMOKE WHITE

PANTONE P 179-1 C
HEX : #F4F4F4
RGB : 244,244,244
CMYK: 0%, 0%, 0%, 4%

DOWNRIVER

PANTONE 2768 C
HEX : #092250
RGB : 9,34,80
CMYK: 0%, 0%, 0%, 4%

AST BLUE

PANTONE 2728 C
HEX : #0042D1
RGB : 0,66,209
CMYK: 100, 68, 0, 18

ZIMA BLUE

PANTONE 298 C
HEX : #21BFF0
RGB : 34, 192, 240
CMYK: 86%, 20%, 0%, 6%

COLOR PROPORTIONS

The ratio in the color palette shown is weighted in relative size to represent brand usage, depending on the level of visibility & context. To create a classy and balanced composition the 60-30-10 rule. **60% of the color tone is reserved for the neutral tones.** It serves as a background for the more vibrant colors. 20% is reserved for the deeper natural colors, while the accent color takes 20% of the composition space.

Primary - 60% : background, main elements

Secondary - 20% : Dark surface, design elements

Accent Primary - 10% : Main design elements, e.g patterns, shapes,etc

Accent Secondary- 5% : CTAs and accent touches

Additional- 5% : Texts on Primary & Icons

SMOKE WHITE
PRIMARY - 60%

DOWNRIVER
DARK SURFACE- 20%

AST BLUE
ACCENT- 10%

ZIMA BLUE
ACCENT- 5%

ADOWNRIVER
TEXT ONLY- 5%

CENTURY GOTHIC

Century Gothic is a digital sans-serif typeface in the geometric style, released by Monotype Imaging in 1991. Century Gothic is a light typeface, especially in default weight. The classic display typeface features tight spacing and quite wide characters. Its origins come from a design intended for large-print uses such as headings and signs.

Century Gothic Regular

Century Gothic Regular Italic

Century Gothic Paneurope

Century Gothic Bold

Century Gothic Bold Italic

Century Gothic Uppercase
99 pt

Century Gothic Regular
26 pt

5 Styles



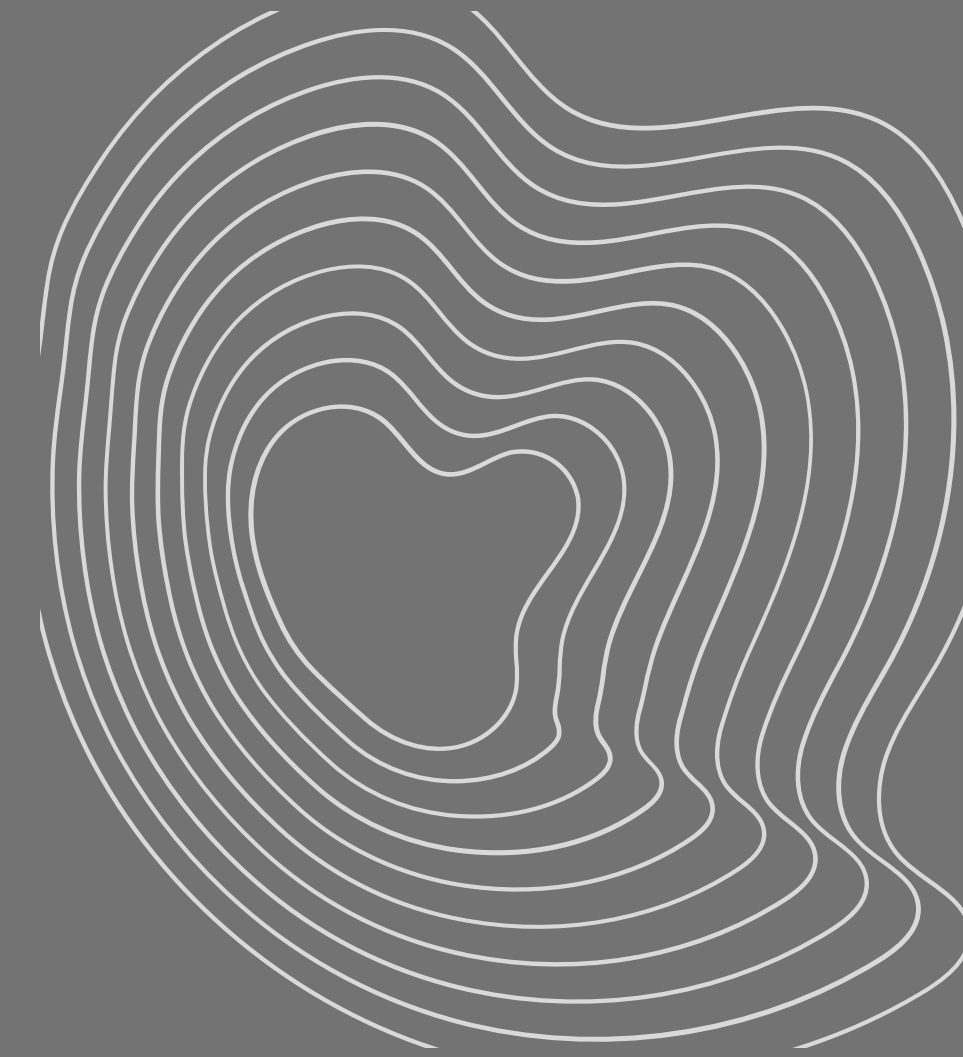
GRAPHICS

The brand graphic is an element evoking a thumbprint-like shape in a pattern of lines and evolving spheres.

- Thumb impression lines represent **security, trust** and **individuality**.
- The evolving spheres pattern represents **transformation**, dynamic nature, and global presence.
- AST Swoosh- derived from the AST logo

The flexibility of the graphic allows for the creation of many different prints in terms of composition and dynamics. The solution has good animation potential, integrates well into the digital environment, emphasizing the brand's technological and transformational nature.

With a distinctive visual identity, AST is positioning itself as an original service and combining the expertise of its founding entities to serve professionals.



Thumb impression-like lines



Evolving spheres patterns



AST Swooshes

IMAGE BASED GRAPHICS



TEXT BASED GRAPHICS

Accelerate the impact of
digitization across your
business



Building healthy **digital
systems** that thrive on
change



Our **people** are our
strength, at the **center** of
everything we do



BRAND IDENTITY

DOS AND DON'TS

Don't modify the AST logo in any way, such as by changing the design, scale or color. If you can't use the correct color due to technical limitations, use black and white.

Use the correct version of the AST logo for a light or dark background. Examples to the right include mismatches to avoid when using the AST logo.

Never use other logos too close to the AST logo. Always maintain clear space around the logo.

Don't use an outdated version of the AST logo.

Don't set the AST logo in a containing shape.

