



# Antenna Brand Guidelines

An overview of logo variations, color palette, and typography used across the Antenna design system.

# Color

## Primary color palette

To be used in most situations. When possible all four colors should be used in a design.

## Grays

Variations of Grays to be used for body text, borders and backgrounds.

## Primary color variation

These are acceptable color variations based on our primary colors. Only to be used to lighten up or darken the primary colors in certain circumstances.

## Accent colors

Additional accent colors available to use only when additional colors are needed for such things as charts, graphs and other graphical elements.

**⚠ No other colors should be used in any Antenna branding materials. The only exception is if a partner brand is to be used in the design.**

### Primary colors

<div>#21376D rgb(33, 55, 109) Blue   Primary color</div> <div>USAGE Headlines, labels, buttons and some graphical elements</div>	<div>#42C686 rgb(66, 198, 134) Green   Secondary color</div> <div>USAGE Subheadline, buttons, calls-to-actions, icons, and other accent usage</div>	<div>#2fa8d0 rgb(47, 168, 208) Light blue   Tertiary color</div> <div>USAGE Tag line, body text link, labels, and other accent usage</div>	<div>#111C38 rgb(17, 28, 56) Dark blue</div> <div>USAGE Primary background color for headers, footer, sticky navigation and used for transparent/gradient overlays over images</div>
--	---	--	--

### Grays

<div>#606980 rgb(96, 105, 128) Dark gray</div> <div>USAGE Body text, backgrounds, some hover states</div>	<div>#A9AFC0 rgb(169, 175, 192) Gray</div> <div>USAGE Borders, backgrounds, lighter text</div>	<div>#e5e6eb rgb(229, 230, 235) Light gray</div> <div>USAGE Borders and backgrounds</div>	<div>#f6f7f8 rgb(246, 247, 248) Off white</div> <div>USAGE Backgrounds</div>
---	--	---	--

### Primary color variation

<div>#2d4a95 rgb(45, 74, 149) Blue   Lightened   Primary Color</div>	<div>#6ad2a0 rgb(106, 210, 160) Green   Lightened   Secondary Color</div>	<div>#59b9d9 rgb(89, 185, 217) Blue   Lightened   Tertiary Color</div>
<div>#152347 rgb(21, 35, 71) Blue   Darkened   Primary Color</div>	<div>#31a56d rgb(49, 165, 109) Green   Darkened   Secondary Color</div>	<div>#2686a6 rgb(38, 134, 166) Blue   Darkened   Tertiary Color</div>

### Accent colors

<div>#BBE074 rgb(187, 224, 116) Olive</div>
---

# Gradient

The gradient can be used in any digital branded designs for Antenna.

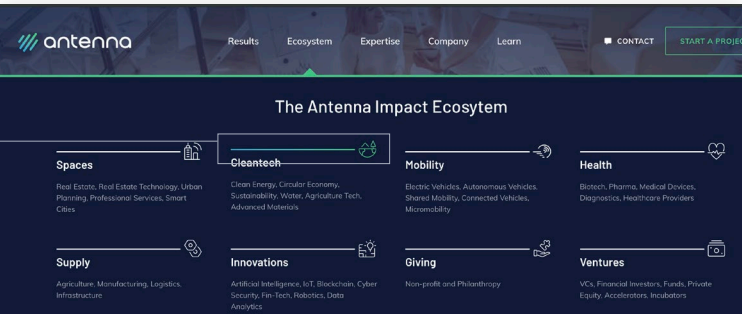
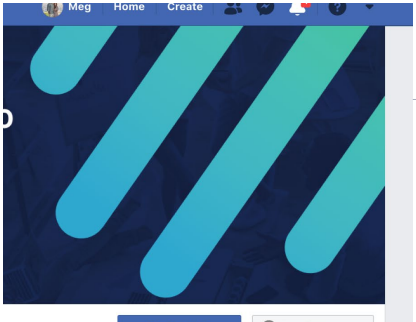
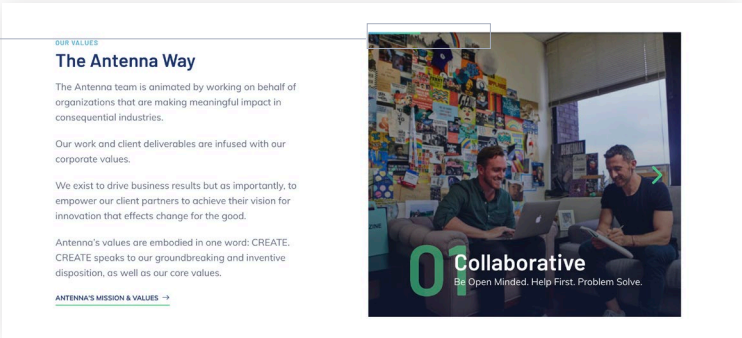
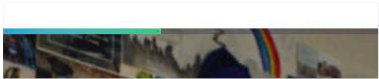
The gradient is a blend of our Secondary color green and our Tertiary color light-blue.

It should be used as an accent in the design to help create visual interest and draw the eye in to important elements. It should not be heavily used in huge blocks of the design. The exception to this is using the icon mark in the right hand corner of a design.

**⚠ Careful consideration must be taken if the gradient is used in a printed design.**

Secondary color green  
#42C686 rgb(66, 198, 134)

Tertiary color light-blue  
#2fa8d0 rgb(47, 168, 208)



# Typography

Antenna's header font is Barlow and should be used for all headers, intros, titles and subtitles. Main headers should be done in the semibold weight, while subheaders and subtitles should be done in the medium weight.

Antenna's body font is Muli and should be used for all blocks of copy. Most copy should be done in the regular weight, using the semibold to bold important points.

If you are unsure which font to use in a design a good rule of thumb is to look for periods. Any copy without a period at the end is probably a header and should be Barlow. While most copy that has a period at the end of it will be Muli.

**⚠ No other fonts other than Barlow and Muli should be used in any antenna specific branding.**

## Header Font

**Barlow Semibold**

**Barlow Medium**

Barlow Regular

Barlow Light

## Body Font

**Muli Semibold**

Muli Regular

Muli Light

## OUR MISSION

# Let's build a world we can be proud of

Antenna powers your business growth so  
you can make a lasting impact

Antenna is an integrated marketing company empowering mid-size & B2B companies with our domain expertise. We work with distinguished, responsible, innovative clients solving important global challenges. Reach your audience with precision and creativity through our agile growth marketing and communications services. We are your partner in beaming your responsible innovation to the world.

# Hierarchy

As stated earlier Barlow should be used for all headers and Muli should be used for all body copy.

Headers should appear in either Primary color blue, Secondary color green or Tertiary color light-blue. Muli should almost always appear in Dark-gray.

Subheaders may be placed on top of headers if the color and size is noticeably different.

**Barlow Semibold**  
Secondary color green #42C686

**Barlow Semibold**  
Primary color blue #21376D

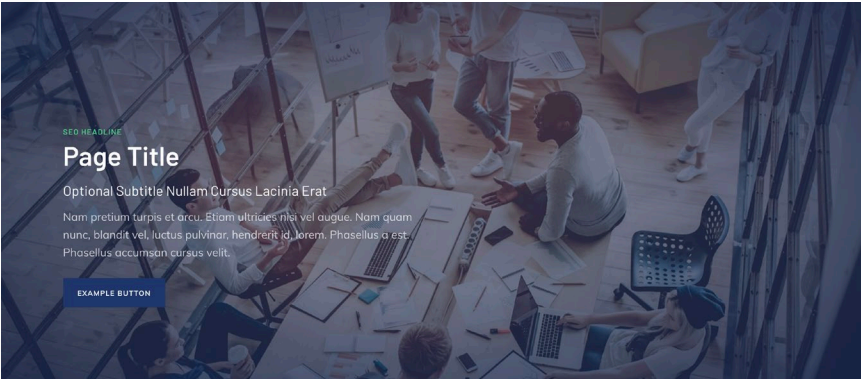
**Muli Regular**  
Dark gray #606980

ANTENNA SERVICES

## Amplify your Message to the World

Antenna is an integrated marketing and public relations firm that partners with its clients to build compelling brands and achieve sales and lead generation objectives with precision and creativity.

We blend data with human brilliance to generate meaningful results and transmit messages that matter.



# Logo

Antenna's primary logo should be used in all designs.

The secondary logos should be used if a situation arises where the primary logo either will not fit or does not make sense to be used.

Using the color version of the logos should be priority however the white logos are okay to use when overlaying on imagery.

The Icon Logo can be used as a background design element.



Primary Logo



Primary Logo



Stacked Logo



Stacked Logo

antenna

Wordmark Logo

antenna

Wordmark Logo



Icon Logo

# Logo Use

When choosing the right Antenna logo to use, take into consideration the background. The logo will stand out best on very dark backgrounds and very light backgrounds. Such as the Dark-blue and Off-white.

If you need to place the logo on a photo make sure to overlay the image with Dark-blue at about 85% opacity. The opacity can be adjusted based on the image.

No altering of the Antenna logo should be done in any form including but not limited to: recoloring, adding or removing or design elements, squishing/stretching or tilting.

Correct Logo use with Backgrounds



Incorrect Logo use with Backgrounds



Logo violations



Recoloring



Altering or adding elements



Squishing



Offsetting



Rearranging



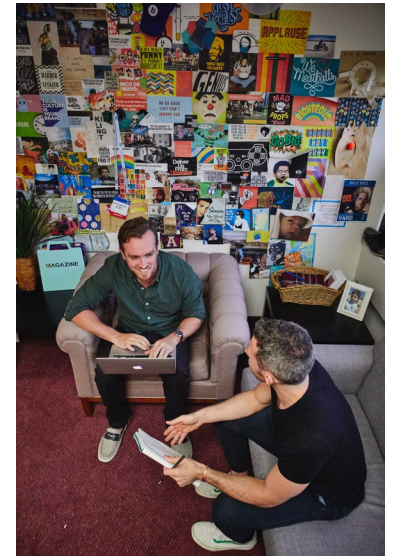
# Photography

Photography for Antenna branded materials should be everyday in the moment experiences. Avoid stock images of people looking directly into the camera. Images of actual Antenna coworkers looking into the camera is okay.

Photos should show excitement, smiling, technology and collaboration.

When targeting a specific audience utilizing photos that resonate with certain topics is great, as long as it connects back to Antenna.

Here are a few keywords to help you search for stock images: office, collaborate, communicate, team, inspire, create, discuss, diverse, meeting, workspace.





# Layout

White space should be utilized throughout all digital and print designs for Antenna.

Primary color blue, Secondary color green, Tertiary color light-blue, Dark-blue and Dark-gray should be utilized in every design when possible. This of course does not apply when copy is being overlayed onto images or color backgrounds.

The gradient can be utilized in designs sparingly to help emphasize important aspects of the design.

OUR VALUES

## The Antenna Way

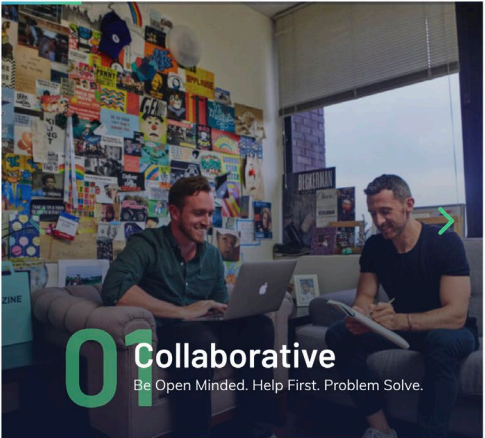
The Antenna team is animated by working on behalf of organizations that are making meaningful impact in consequential industries.

Our work and client deliverables are infused with our corporate values.

We exist to drive business results but as importantly, to empower our client partners to achieve their vision for innovation that effects change for the good.

Antenna's values are embodied in one word: CREATE. CREATE speaks to our groundbreaking and inventive disposition, as well as our core values.

ANTENNA'S MISSION & VALUES →



### Regular Copy

Lorem ipsum enean tellus metus, bibendum sed, posuere ac, mattis non, nunc. Fusce commodo aliquam arcu. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent egestas tristique nibh. In hac habitasse platea dictumst. Ut a nisl id ante tempus hendrerit. Phasellus ullamcorper ipsum rutrum nunc. Vivamus laoreet. Donec interdum, metus et hendrerit aliquet, dolor diam sagittis ligula, eget egestas libero turpis vel mi. Praesent egestas neque eu enim.

### Call out

“

Blockquote Text donec venenatis vulputate lorem. Nam at tortor in tellus interdum sagittis. Donec elit libero, sodales nec, volutpat a, suscipit non, turpis. Praesent egestas neque eu enim. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce id purus. posuere cubilia Curae; Fusce id purus. Fusce id purus. posuere

### Byline

Optional Authors Name Optional Second Field

Ut a nisl id ante tempus hendrerit. Phasellus ullamcorper ipsum rutrum nunc. Vivamus laoreet. Donec interdum, metus et hendrerit aliquet, dolor diam sagittis ligula, eget egestas libero turpis vel mi. Praesent egestas neque eu enim.

## Corner Icon

When placing the icon mark in the top right corner always pull the designated icon logo corner version.

This version of the icon logo is specially made to fit in the same top right hand corner of designs to show all four lines of the icon.

For stand along pieces such as web ads and flyers the primary or stacked version of the logo should still appear.

**⚠ Do not pull and slide the regular icon mark off the corner yourself in a design**

