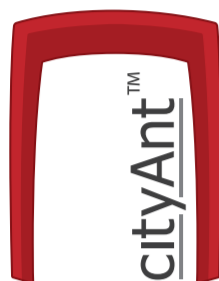


cityAnt™

Brand Identity

Logo with symbol



Logo without symbol







Fonts

LOGO: Tahoma
 HEADING: **Myriad Pro Semibold**
 HEADING 2: MYRIAD PRO REGULAR (CAPS)
 BODY: Myriad Pro Regular
 BODY 2: MYRIAD PRO REGULAR (CAPS)

Profile elements



- indicating cityAnt stations etc. (interface)

-  - icon: address
-  - icon: phone
-  - icon: email
-  - icon: website

Color palette

PRIMARY COLOURS



CMYK	CMYK	CMYK	CMYK	CMYK
c: 17 m: 48 y: 92 k: 42	c: 17 m: 98 y: 92 k: 24	c: 17 m: 98 y: 92 k: 7	c: 0 m: 0 y: 0 k: 90	c: 0 m: 0 y: 0 k: 60
- logo (symbol)	- logo (symbol)	- logo (symbol) - interface	- logo (text) - body text	- logo (detail) - body text

SECONDARY COLOURS



CMYK	CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
c: 91 m: 55 y: 16 k: 1	c: 78 m: 31 y: 0 k: 0	c: 56 m: 4 y: 0 k: 0	c: 22 m: 0 y: 0 k: 0	c: 6 m: 0 y: 0 k: 0	c: 0 m: 0 y: 0 k: 40	c: 0 m: 0 y: 0 k: 20
- interface (details)	- interface	- interface	- interface	- interface - map (water)	- interface	- interface

