



digital

Corporate  
Identity  
manual



## COLOR / Main colors

allaround / digital

color

typography

variations

web

print

### Print and digital

Given the strong activity of All Around in the digital world, corporate colors are presented here not only in their Pantone equivalent, but in every digital translation which will be used in the future.



#### PANTONE 3385 C

RGB: 71, 215, 172  
HSL: 162, 64, 56  
HSB: 162, 67, 84  
CMYK: 43, 0, 28, 0  
CSS: `rgb(71, 215, 172);`  
CSS HSL: `hsl(162, 64%, 56%);`  
Hex: `#47d7ac`  
Websafe: `#33cc99`

#### JSON

```
{
  "hex": "#47D7AC",
  "websafe": "#33cc99",
  "rgb": {
    "r": 71,
    "g": 215,
    "b": 172
  },
  "hsl": {
    "h": 162,
    "s": 64,
    "l": 56
  },
  "hsb": {
    "h": 162,
    "s": 67,
    "b": 84
  },
  "cmyk": {
    "c": "43",
    "m": "0",
    "y": "28",
    "k": "0"
  }
}
```



#### 90% BLACK

RGB: 25, 25, 25  
HSL: 0, 0, 10  
HSB: 0, 0, 10  
CMYK: 0, 0, 0, 90  
CSS: `rgb(71, 215, 172);`  
CSS HSL: `hsl(0, 0%, 10%);`  
Hex: `#191919`  
Websafe: `#000000`

#### JSON

```
{
  "hex": "#191919",
  "websafe": "#000000",
  "rgb": {
    "r": 25,
    "g": 25,
    "b": 25
  },
  "hsl": {
    "h": 0,
    "s": 0,
    "l": 10
  },
  "hsb": {
    "h": 0,
    "s": 0,
    "b": 10
  },
  "cmyk": {
    "c": 0,
    "m": 0,
    "y": 0,
    "k": 90
  }
}
```



#### WHITE

RGB: 255, 255, 255  
HSL: 0, 0, 100  
HSB: 0, 0, 100  
CMYK: 0, 0, 0, 0  
CSS: `rgb(255, 255, 255);`  
CSS HSL: `hsl(0, 0%, 100%);`  
Hex: `#ffffff`  
Websafe: `#ffffff`

#### JSON

```
{
  "hex": "#ffffff",
  "websafe": "#ffffff",
  "rgb": {
    "r": 255,
    "g": 255,
    "b": 255
  },
  "hsl": {
    "h": 0,
    "s": 0,
    "l": 100
  },
  "hsb": {
    "h": 0,
    "s": 0,
    "b": 100
  },
  "cmyk": {
    "c": 0,
    "m": 0,
    "y": 0,
    "k": 0
  }
}
```



## COLOR / Secondary colors and combinations

allaround / digital

color

typography

variations

web

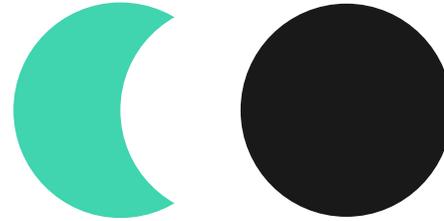
print

### Combinations

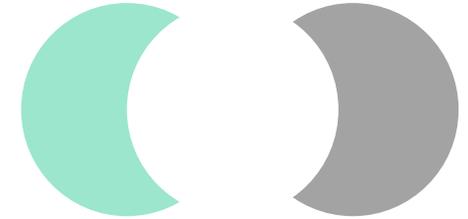
Outside the logo, the three primary colors can be used in a relative free way, having in mind the standard concepts of composition and simplicity attached to the brand.

Likewise, it can be used variations of the main colors, like opacity or degradation as soon as it respects the standard concepts.

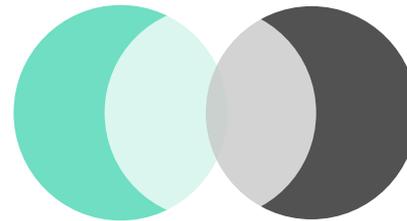
### Primary colors



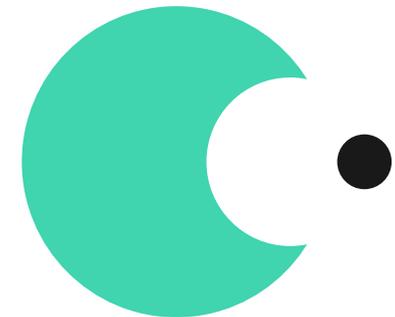
### Degradation



### Opacity



### Weight and composition rules





# COLOR / Secondary colors and combinations

allaround / digital

color

typography

variations

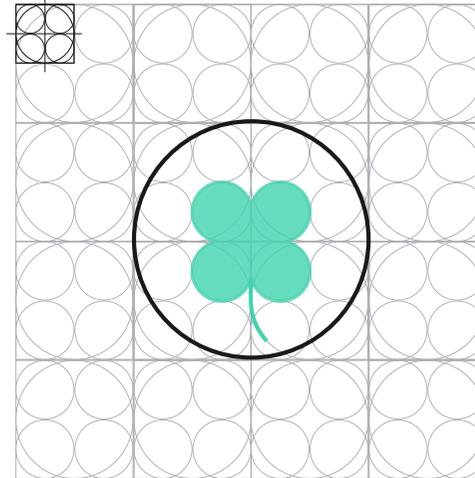
web

print

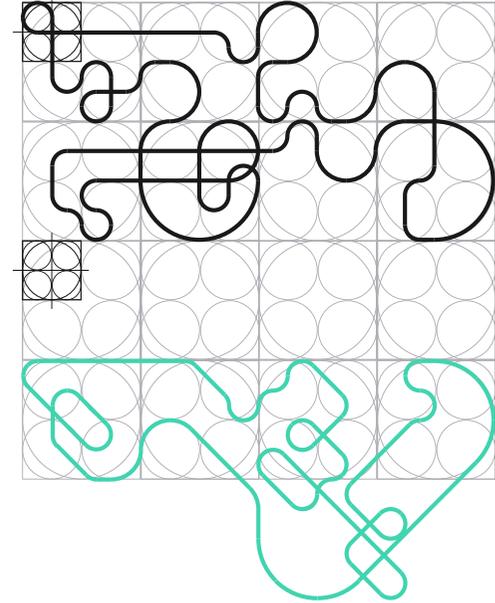
## Graphics

Icons, images or another kind of graphics, must adapt to the grill designed for that purpose if possible, and it must submit to the same design rules.

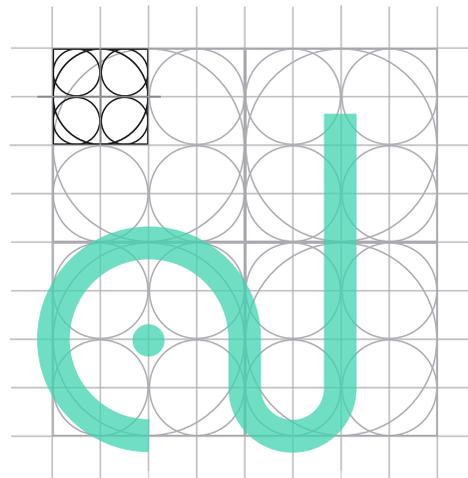
### Icons



### Versatility



### Grill





allaround / digital

color

typography

variations

web

print

## FONTS / Cabin

### Calibri

Calibri (/kə'li:bri/) is a humanist sans-serif typeface family designed by Lucas de Groot. In Microsoft Office 2007, it replaced Times New Roman as the default typeface in Word[1] and replaced Arial as the default in PowerPoint, Excel, Outlook, and WordPad. It continues to be the default in Microsoft Office 2010, 2013 and 2016, and it is now the default font in Office for Mac 2016. A subtly rounded design, de Groot described it as having "a warm and soft character".

Calibri is part of the ClearType Font Collection, a suite of fonts from various designers released with Windows Vista. All start with the letter C to reflect that they were designed to work well with Microsoft's ClearType text rendering system, a text rendering engine designed to make text clearer to read on LCD monitors. The other fonts in the same group are Cambria, Candara, Consolas, Constantia and Corbel.[2]

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
i!#\$%&\*()\_+1234567890

### Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
i!#\$%&\*()\_+1234567890

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
i!#\$%&\*()\_+1234567890

### Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
i!#\$%&\*()\_+1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
i!#\$%&\*()\_+1234567890

### Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
i!#\$%&\*()\_+1234567890





## VARIATIONS / Placement requirements for logos

allaround / digital

color

typography

variations

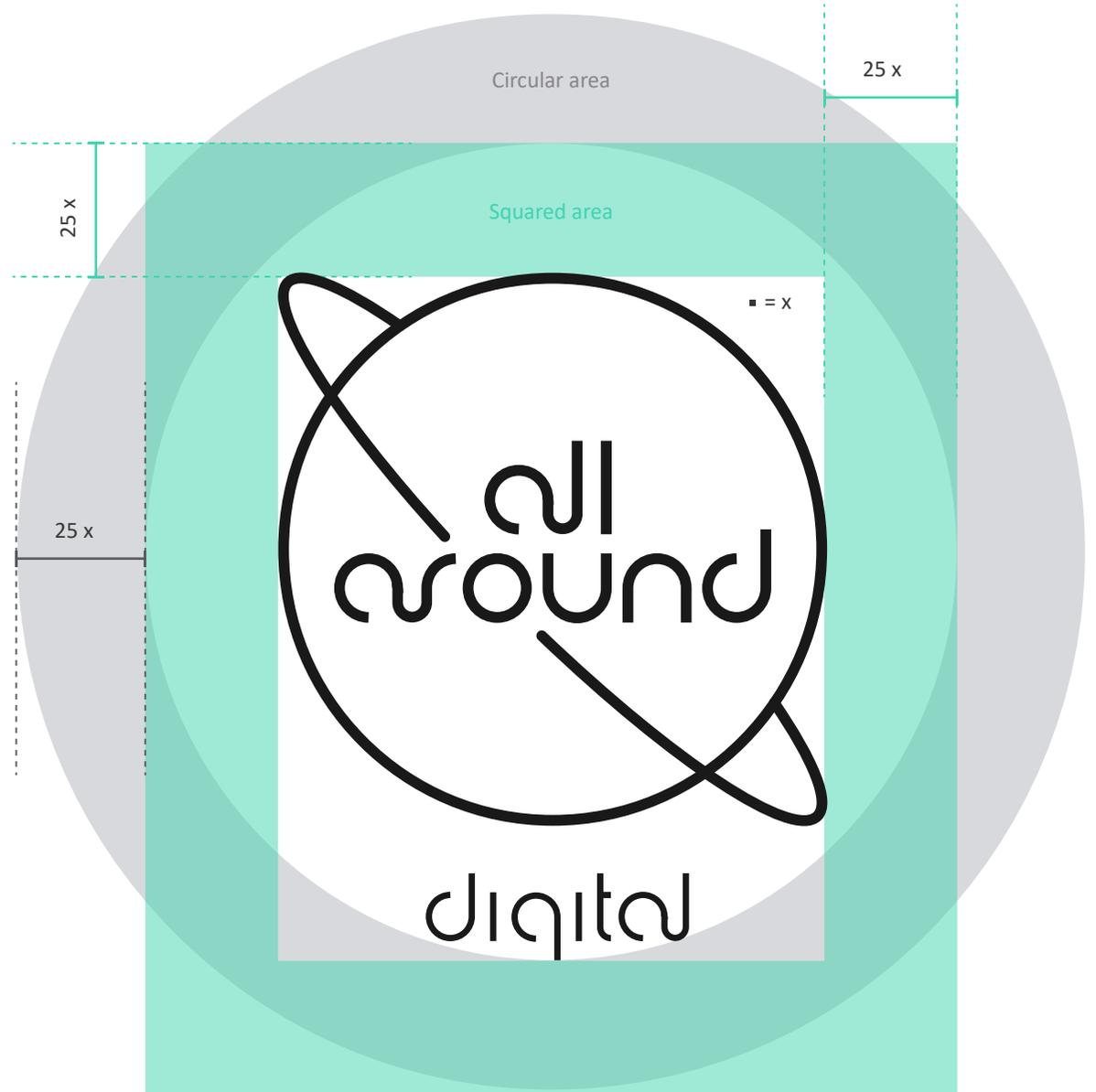
web

print

### Minimum margin of clearance

The margin of clearance surrounding the logo has been established to ensure ease of legibility for all applications. No other elements, including typography, other logos, graphics or photos may intrude upon this margin of clearance area.

It is established a circular and a squared area for cases in which it is necessary to put the logo over a colored space, for preserving it over photographs or another backgrounds which could interfere in the good legibility of the identity.





## VARIATIONS / Net & letter spacing

allaround / digital

color

typography

variations

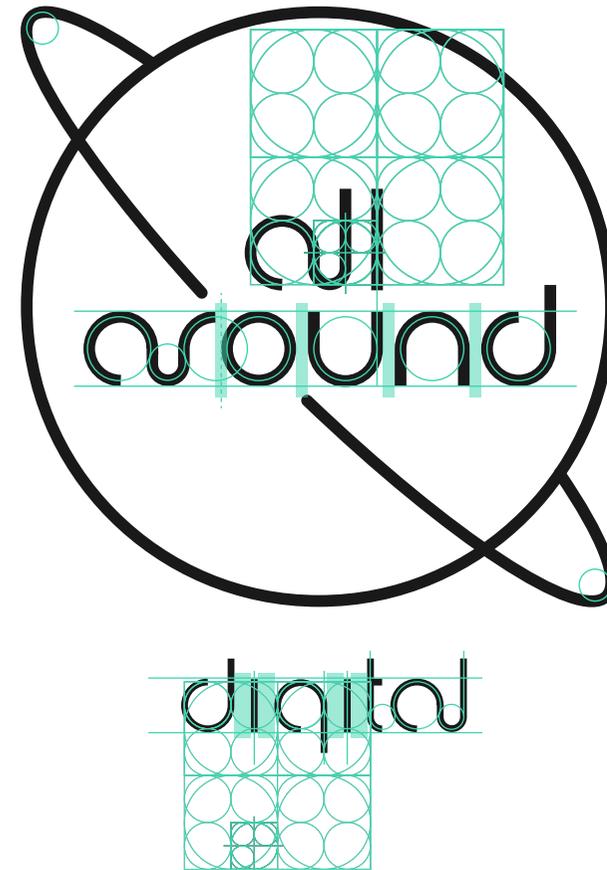
web

print

### Background net

All the elements of the logo have been designed using a special grid, composed by circles and straight lines, which serve as a framework on which items will be arranged.

Besides, in order to maintain a good legibility, letter spacing have been adjusted.





## VARIATIONS / Versions / Over white

allaround / digital

color

typography

variations

web

print

black



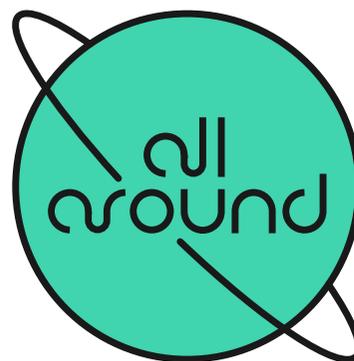
digital

pantone 3385 c



digital

black & pantone 3385 c



digital



## VARIATIONS / Versions / Over Pantone 3385 C

allaround / digital

color

typography

variations

web

print

black



digital

white



digital

black & white



digital



## VARIATIONS / Versions / Over black

allaround / digital

---

color

---

typography

---

variations

---

web

---

print

pantone 3385 c



digital

white



digital



## VARIATIONS / Forbidden versions

allaround / digital

color

typography

variations

web

print

Wrong combinations



digital



digital

Hidden elements



digital

Wrong combinations



digital



digital

Hidden elements



Wrong combinations



digital



digital

Hidden elements

all  
around



allaround / digital

color

typography

variations

web

print



digital



digital

### Logo over photographs

It is established a circular and a squared area for cases in wich it is necessary put the logo over a colored space, for preserving it over photographs or another backgrounds wich could interfeare in the good legibility of the identity.

This security areas can be used with a transparency, in order to integrate correctly the logo in the whole context. It is recommended not to use more than a 75% of transparency in controversial cases.

When the logo is used without this areas, it must be over a plane-colored part of the photograph, so the contrast and clearness is enough for a good legibility.



digital



digital



## VARIATIONS / Small versions

allaround / digital

color

typography

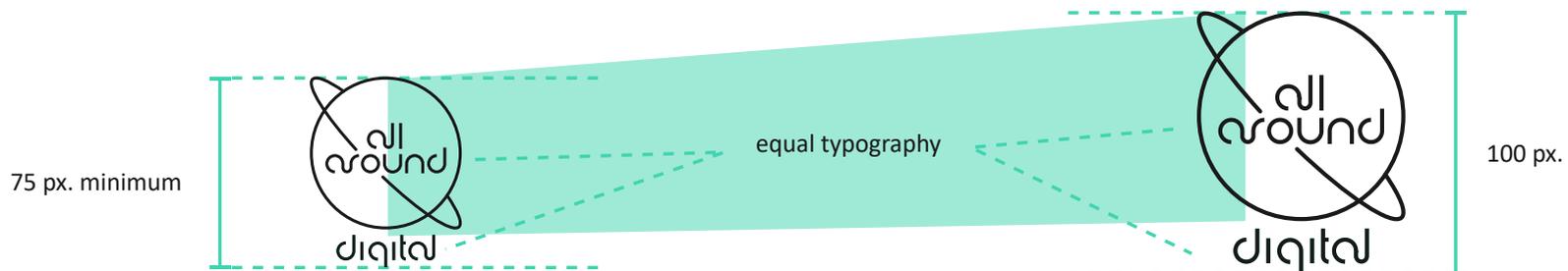
variations

web

print

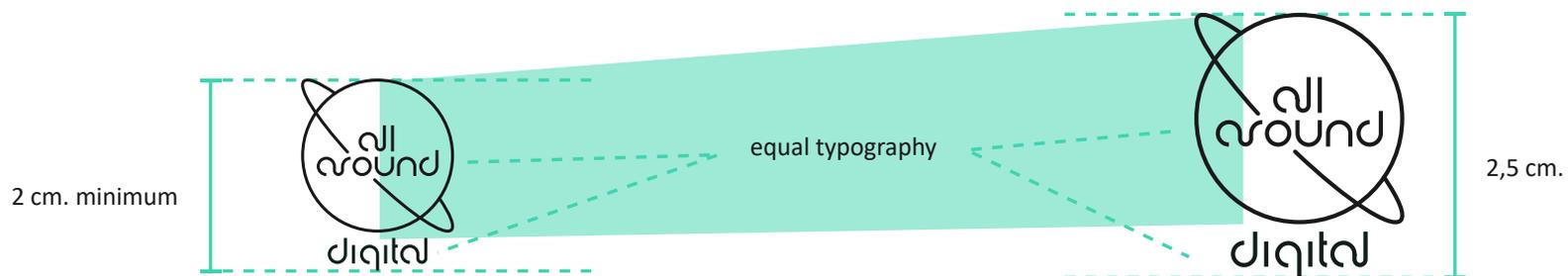
### Digital

Between 75 px and 100 px it is recommended to use the small version, with equal typographies



### Print

Between 2 cm. and 2,5 cm. it is recommended to use the small version, with equal typographies







## VARIATIONS / Horizontal version

allaround / digital

color

typography

**variations**

web

print

### Minimum margin of clearance

The margin of clearance surrounding the logo has been established to ensure ease of legibility for all applications. No other elements, including typography, other logos, graphics or photos may intrude upon this margin of clearance area.

It is established a squared area for cases in which it is necessary to put the logo over a colored space, for preserving it over photographs or another backgrounds which could interfere in the good legibility of the identity.





## VARIATIONS / Horizontal version / Small

allaround / digital

color

typography

variations

web

print

### Digital

Between 40 px and 55 px it is recommended to use the small version, with thicker typographies.



### Print

Between 1,3 cm. and 1,9 cm. it is recommended to use the small version, with thicker typographies.





## VARIATIONS / Horizontal version / Over white

allaround / digital

color

typography

**variations**

web

print

black



pantone 3385 c



black & pantone 3385 c





## VARIATIONS / Versions / Over Pantone 3385 C

allaround / digital

---

color

---

typography

---

variations

---

web

---

print

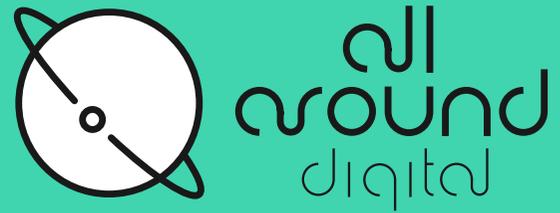
black



white



black & white





## VARIATIONS / Versions / Over black

allaround / digital

---

color

---

typography

---

**variations**

---

web

---

print

white



pantone 3385 c





## VARIATIONS / Versions

allaround / digital

color

typography

variations

web

print

### Dot version

As a secondary option, and just as a graphic support of the first brand, schematic brand can appear for extra-small cases.





## DIGITAL SIGNATURE

allaround / digital

---

color

---

typography

---

variations

---

web

---

print



**Andreas Pfister**

Digital Marketing Consultant

Puerta Och8. Tito Bustillo, 8  
33012 Oviedo (Asturias), España.

Tel. (+34) 902 28 60 60

[www.allaround.biz](http://www.allaround.biz)

[andreas@allaround.biz](mailto:andreas@allaround.biz)



# CALLING CARD

allaround / digital

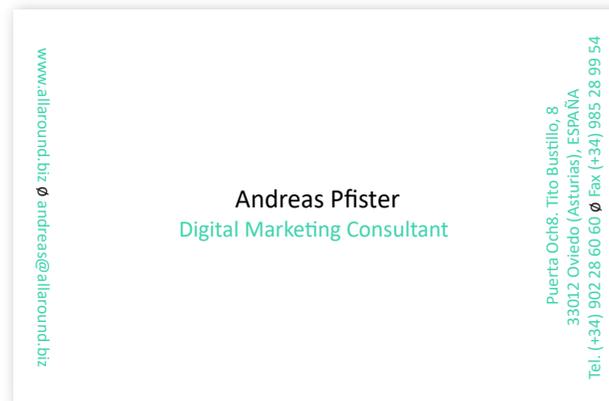
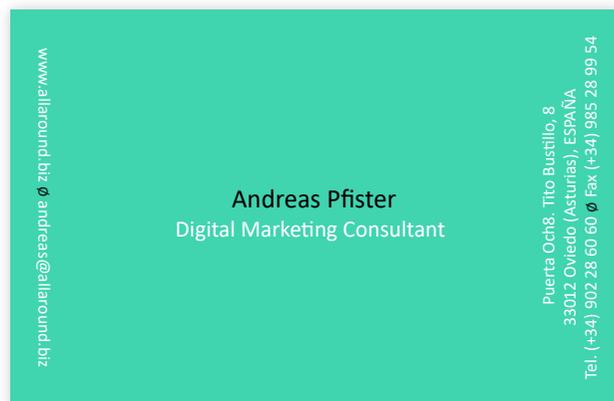
color

typography

variations

web

print





designed by



DESIGN FOR CVLTURE

[www.design-for-culture.com](http://www.design-for-culture.com)