AgencyAnalytics

Brand Guidelines

Our Logo

Combination Mark (Vertical)

AgencyAnalytics

Wordmark

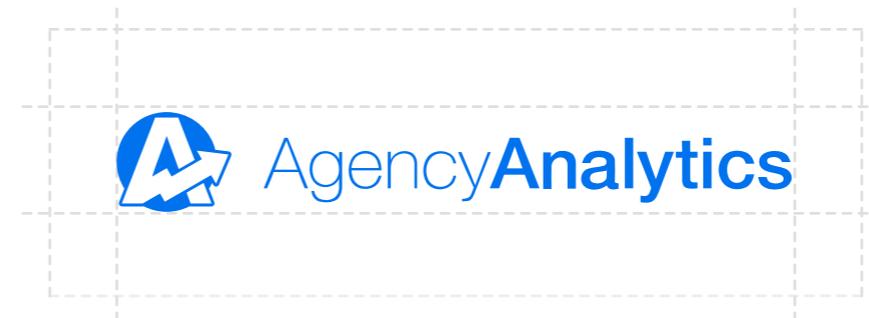**AgencyAnalytics**
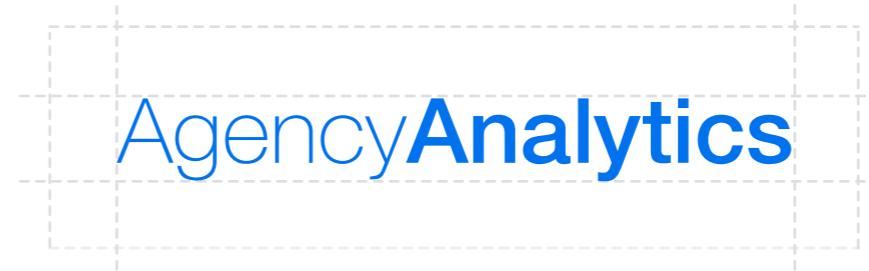
Combination Mark (Horizontal)

AgencyAnalytics

Background Usage

The word mark and combination mark color logos should be used only on white, gray or blue backgrounds.

Avoid using full-color logos on images except the logo sits on a white area of the image.

Monochrome Logos

For any other backgrounds, you should use a monochrome logo format. The white logo should be used on dark-colored backgrounds. The black logo should be used on light-colored backgrounds.

Logo Misuse

Agency**Analytics**

❌ Do not apply a shadow to the logo.

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❌ Do not change the transparency of the logo.

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❌ Do not outline or create a keyline around the logo.

Agency**Analytics**

❌ Do not change the logo colour.

Agency**Analytics**

❌ Do not distort or warp the logo in any way.

Agency**analytics**

❌ Do not change the logo into titlecase format.

Written Format

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✅ AgencyAnalytics should be written as one word with **A**gency and **A**gency capitalized.

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❌ Do not change letter case.

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❌ Do not add a space.

Colors

Core

Blue	Black	White
#0072EE	**#0E2942**	**#FFFFFF**
R 0 **G** 114 **B** 238	**R** 14 **G** 34 **B** 67	**R** 255 **G** 255 **B** 255

If you are having trouble with anything in this guide, please contact our marketing team at **marketing@agencyanalytics.com**