

# APEX PREDATOR



BRAND IDENTITY GUIDE

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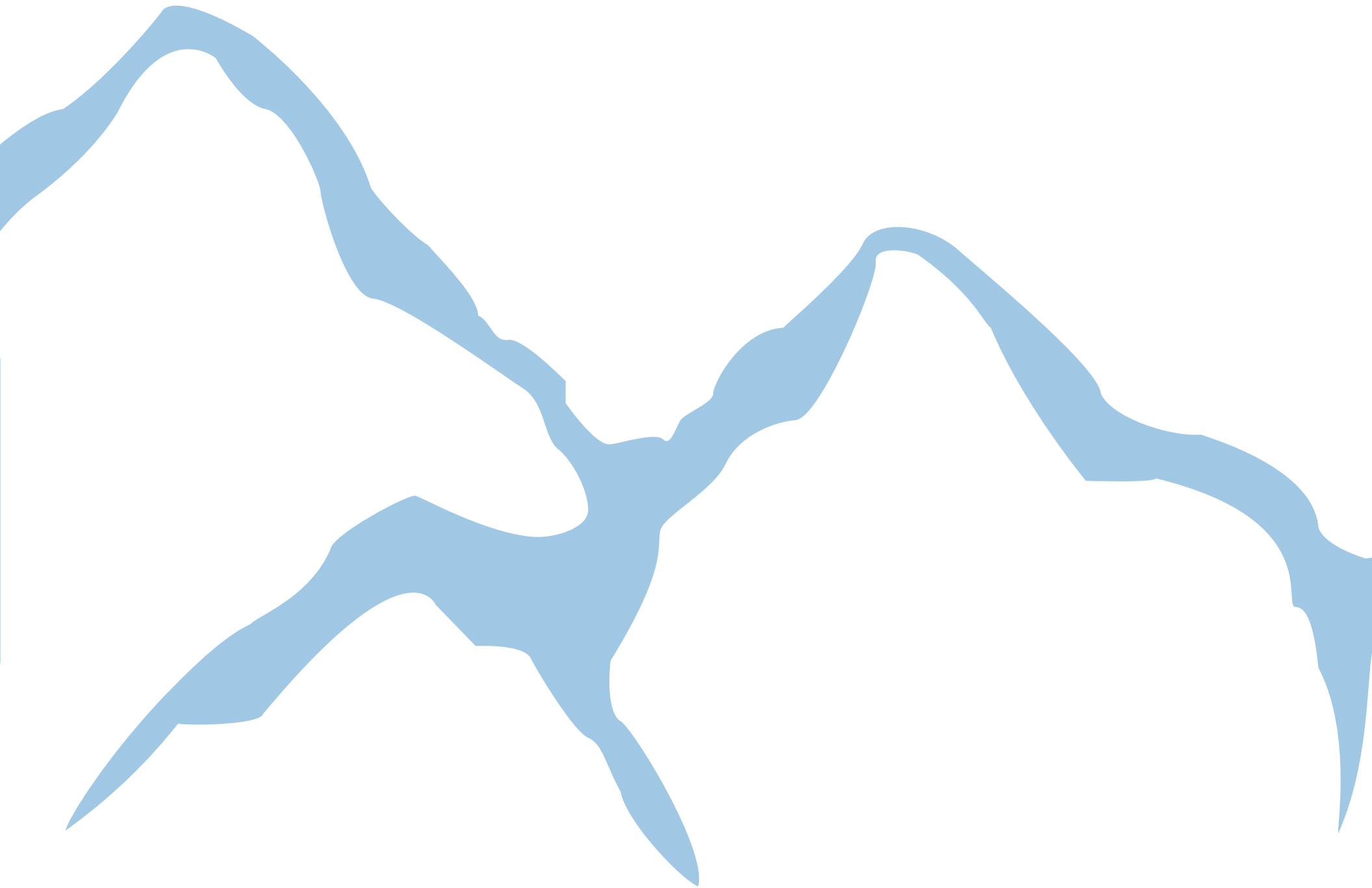


**APEX**  
PREDATOR

“By the best, For the best”.

That is the message behind the our designs and products . The typography is to reflect a mordern and inovative company. While the color schemes and minimal graphic style should promote sustainability and performance.

This brand guide will provide information about the Apex Predator brand, advice on how to communicate our values, and instructions on how to properly implement our corporate i.d. in communication materials. Every brochure, every piece of media or correspondence must reflect the beliefs and attributes of our brand.



### COLOR PALLETTE

#### Primary colors



Apex Predator's Blue and black serve as our primary corporate colors for all brand communications

#### Secondary colors



Our secondary color should only be use for emphasis when talking about the sustainable aspec of the company. On some occasions, it may also be used to support the primary colors.



# TYPOGRAPHY

Our logo consists of 2 different weights of the same font. "APEX" on the main logo as well as any secondary element must always be Calibri Bold regardless of font size. "PREDATOR" on the other hand must always be Calibri Light.

## Print

Calibri Light  
Regular  
**Bold**

## Digital Media

Calibri Light  
*Light Italic*  
Regular  
*Italic*  
**Bold**  
***Bold Italic***

Segoe UI Light  
Semi-Light  
Regular  
**Bold**  
**Black**

### CLEAR SPACE

**Elements** Our logo consists of three elements:  
The Eagle's Eye  
The Apex logotype  
The Predator logotype

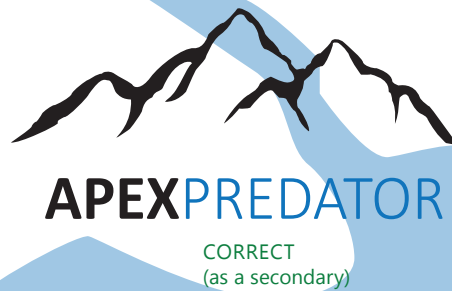
**Specifications** Our logo is self descriptive and should never be obstructed. It define who we are and what we believe in. The space define around the logo must always be respect. The A in APEX and The Eagle's Eye must always stand apart from the rest, while unifying it all together.

The logo should never be smaller than a 1/2 inch wide.  
The maximum size will vary with each product.



## DO'S & DON'TS

The logo may not be modified or altered under any circumstances. However, secondary elements maybe used with or as a stand alone element; as long as the main logo is present somewhere on the product.



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