

ACQUIRE INTELLIGENCE

STYLE GUIDE

Oct 2025 (V1.0) - Public

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Logo & Placement

Logo Overview (Trademarked)



ALWAYS USE TRADEMARKED LOGO

The trademarked Acquire Intelligence logo should appear as the primary logo in all internal and external marketing materials.

The first and most prominent instance of the logo must use the trademarked version (™) to establish authenticity and reinforce brand protection - this applies to all communications.

Subsequent uses within the same material may interchangeably use the non-trademarked logo for design flexibility and visual balance.

A large, centered graphic of the Acquire Intelligence logo. The word "ACQUIRE" is in a very large, bold, dark blue sans-serif font. Below it, the word "INTELLIGENCE" is in a smaller, all-caps, dark blue sans-serif font, followed by a trademark symbol (™). The entire logo is contained within a thin grey rectangular border.

Logo Overview



ACQUIRE INTELLIGENCE LOGO

Bold, purposeful, and forward-looking, the Acquire Intelligence logo reflects clarity, precision, and confidence, the mark of a brand built for progress.

The 'A' embodies F1 and draws inspiration from the engineering, symbolising speed, agility, and intelligent performance.

It embodies how we help businesses grow faster and operate smarter. It doesn't shout; it leads.

A large, high-resolution version of the Acquire Intelligence logo, centered within a white rectangular frame. The word "ACQUIRE" is in a very large, bold, dark blue sans-serif font, and the word "INTELLIGENCE" is in a smaller, all-caps, dark blue sans-serif font directly beneath it.

Logo Variations



TWO VARIATIONS

The Acquire Intelligence logo is locked to two approved variations to ensure absolute consistency across all applications. These are the only versions permitted for use.

Primary Logo

Full-color logo in Adriatic on a white background. This is the default and preferred version across all brand materials.



Reversed Logo

White logo on an Adriatic background. This version is only to be used when the background color or setting prevents use of the primary logo.



Logo Placement



CLEAR SPACE & POSITIONING

To maintain visual clarity and ensure brand recognition, the Acquire Intelligence logo must always be placed with care and consistency.

Clear Space: half an “A”

A minimum clear space must be maintained around the logo at all times. This space should be equal to half the height of the letter “A” in the logo. No text, graphics, or other elements should intrude into this area.



Preferred Positioning

The logo should be positioned in one of the following locations:

Top right corner (preferred for most layouts, including digital and print)



Bottom right corner (acceptable when top left is not feasible)



Logo Sizing Across Media



MINIMUM SIZES

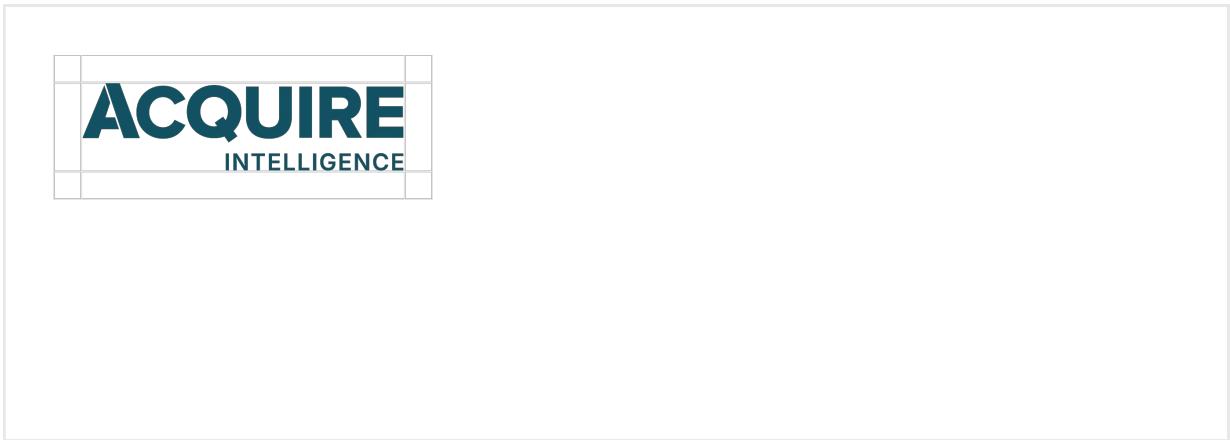
To preserve legibility and brand impact, the Acquire Intelligence logo must be scaled appropriately across all media formats.

Scaling Tip

Always scale proportionally. Never stretch, compress, or distort the logo.

Digital

120px width minimum.



Print Collateral

(A4): 25mm width minimum.



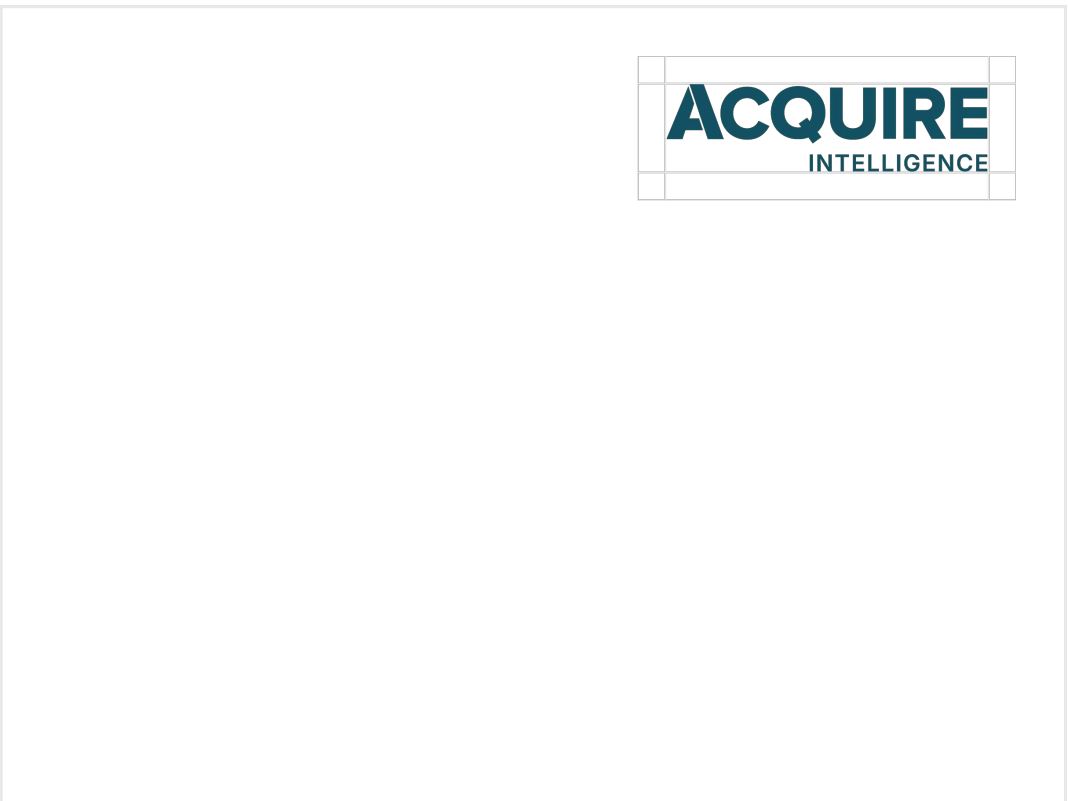
Social Media Avatar

1:1 canvas, logo centered with clear space.



Presentation Slides

120px or 25mm width minimum.



Logo Usage Guide

PROTECTING BRAND INTEGRITY

The Acquire Intelligence logo must never be altered or misused. Below are examples of what **not** to do:

- Stretching or squashing the logo
- Changing colors outside approved palette
- Placing on low-contrast or busy backgrounds
- Adding drop shadows, outlines, or effects
- Rotating or flipping the logo
- Using outdated or unapproved versions

Reminder

Always refer to the approved logo files provided in the brand asset kit.

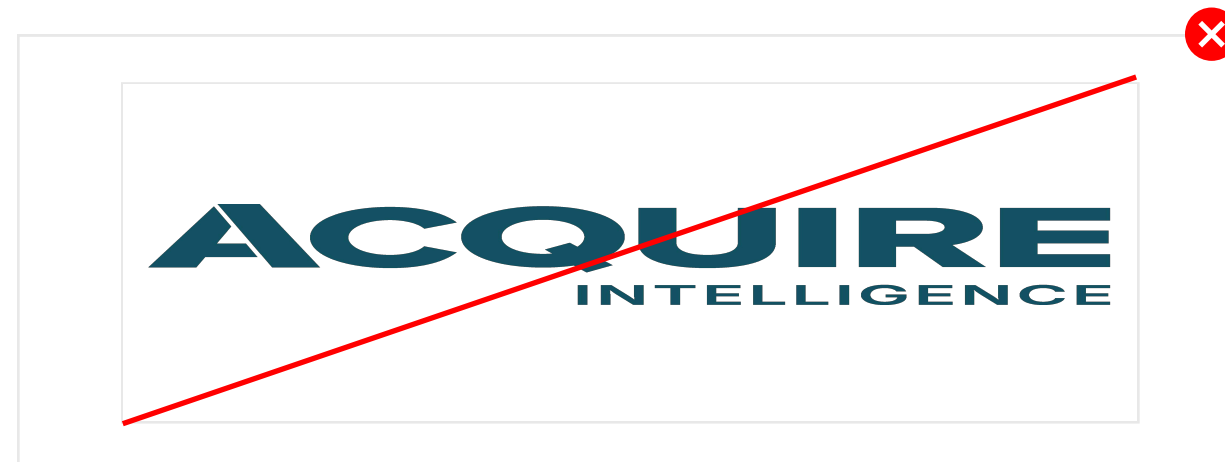
Exclusion Zone

DO allow sufficient border space to let the logo ‘breathe’, free from distraction. Ensure that text or other design elements do not encroach upon the logo.



Resizing / Scaling

DO NOT stretch the logo because it will distort the logo appearance.



Prohibited Effects

DO NOT use of drop shadows or outlines. A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.



Logo Colors

DO NOT change the colors even if they look similar. Use the official color specifications detailed in these guidelines.



Colour Palette

APPROVED COLORS

Consistency in color usage plays a vital role in reinforcing the Acquire Intelligence brand. Please use only the approved colors when developing any branded materials, including digital assets, printed collateral, merchandise, signage, and environmental branding.

General Guidelines



Always match colors to their corresponding Pantone (PMS) color chips for print accuracy.



Color appearance may shift depending on lighting, materials, and application (e.g., signage vs. textiles).



CMYK values have been optimized for consistent print reproduction across coated and uncoated stocks.



Screen previews (RGB/HEX) will differ from printed output - always confirm against a printed proof.



Avoid approximating or substituting any colors outside this palette.

Primary Colours

Adriatic

Digital: #155464
Print: C100,M0,Y15,K60
Pantone P 120-16C



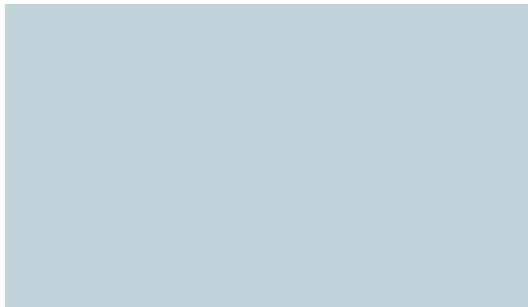
Tints



Digital: #507F8B
Print: C42,M9,Y0,K45



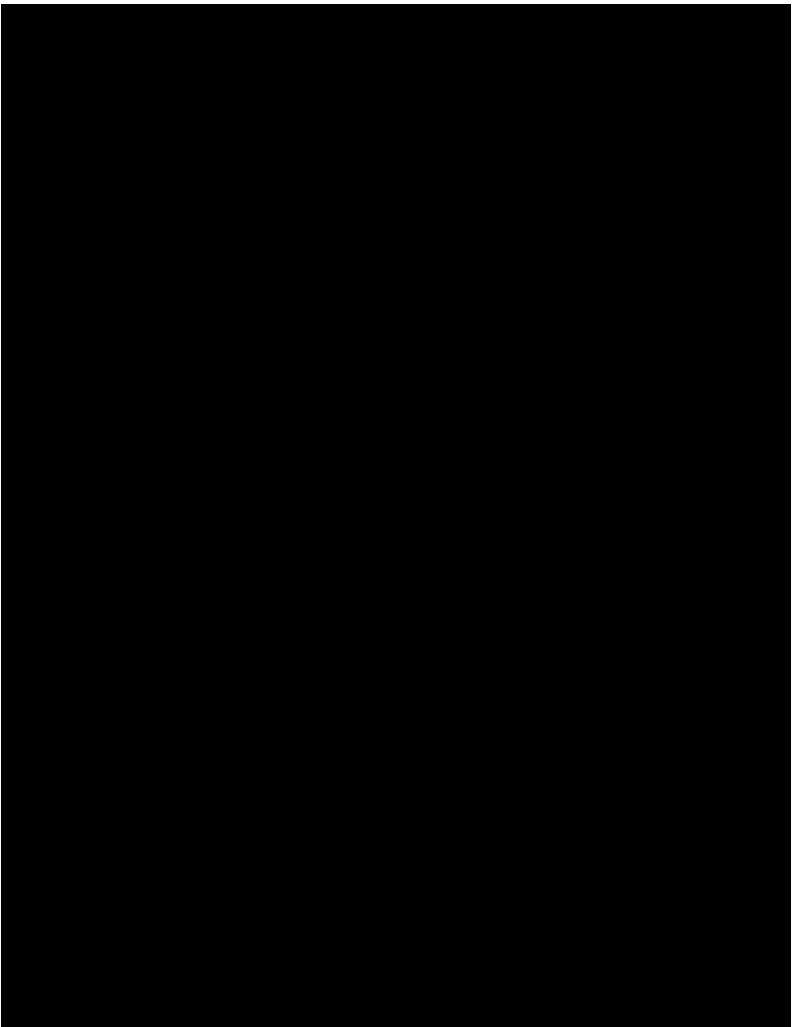
Digital: #8AA9B1
Print: C22,M5,Y0,K31



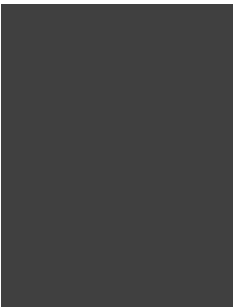
Digital: #C4D4D8
Print: C9,M2,Y0,K15

Black

Digital: #000000
Print: C0, M0, Y0, K100
Pantone Process Black C



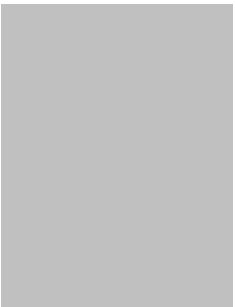
Tints



#404040
(0,0,0,75)



#696969
(0,0,0,59)



#BFBFBF
(0,0,0,25)

White

Digital: #FFFFFF
Print: C0,M0,Y0,K0



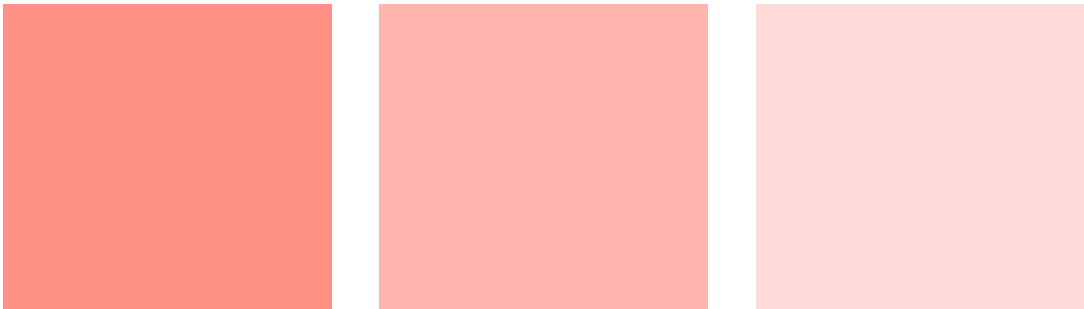
Secondary Colours

Soft Coral

Digital #FF6B5E
RGB:255 G:107 B:94
Print: C0, M82, Y54, K0
Pantone CMYK Coated P 57-6 C



Tints



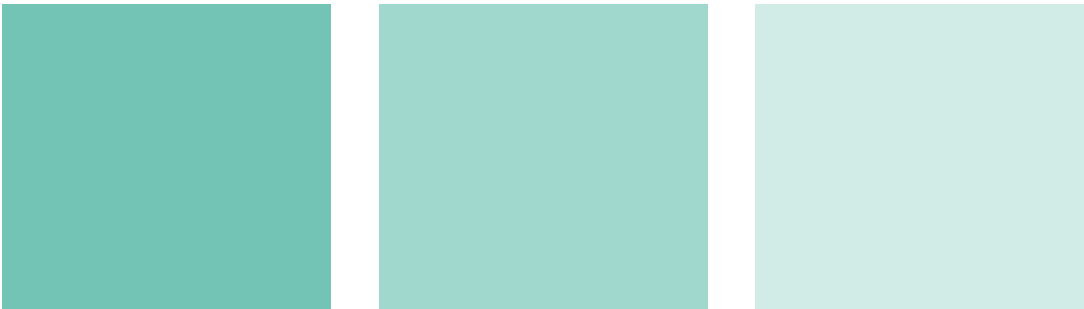
Digital: #FF9086 Digital: #FFB5AE Digital: #FFDAD7
Print: C0, M44, Y47, K0 Print: C0, M29, Y32, K0 Print: C0, M15, Y16, K60

Acqua

Digital #46B29D
RGB: 70 G:178 B:157
Print: C74, M0, Y31, K0
Pantone CMYK Coated P 124-6 C



Tints



Digital: #74C5B5 Digital: #A2D9CE Digital: #D1ECE7
Print: C41, M0, Y4, K23 Print: C25, M0, Y5, K15 Print: C11, M0, Y2, K7

Steel

Digital #777776
RGB: 119 G: 119 B: 119
Print: C0, M0, Y0, K60
Pantone CMYK Coated P 179-9 C



Tints



Digital: #999998 Digital: #BBBBBA Digital: #DDDDDD
Print: C0, M0, Y0, K40 Print: C0, M0, Y0, K27 Print: C0, M0, Y0, K13

Colour Usage

COLOUR GUIDELINES

These colors provide flexibility for backgrounds, highlights, iconography, infographics, social media and campaign content. Use them in balance and never overpower the primary Adriatic tone.



Adriatic

Logo, headers, buttons, primary backgrounds, merchandise.



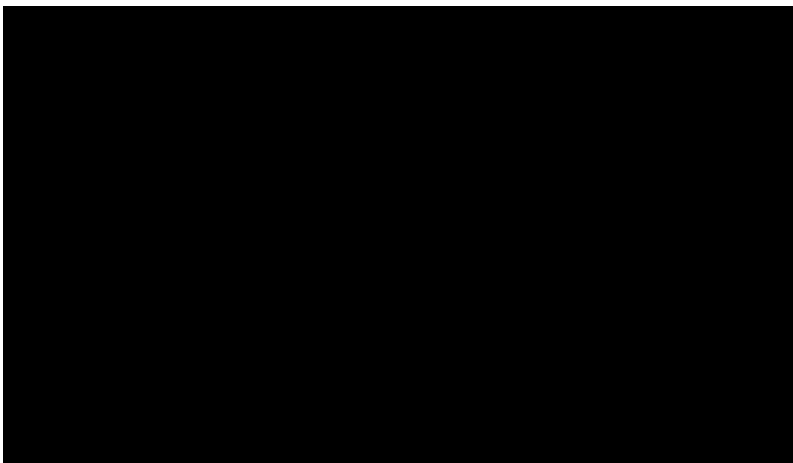
Coral

Call-to-action buttons, highlights, infographics, accents.



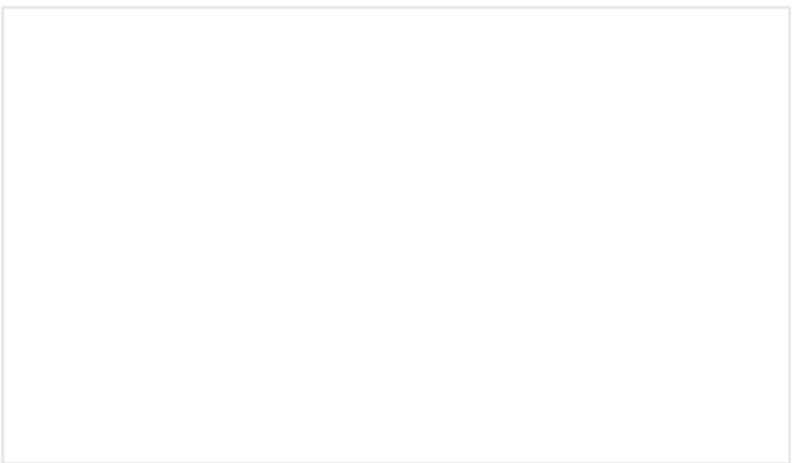
Acqua

Use sparingly. Appears only as an accent on the business card and email signature.



Black

Body text, fine details, borders.



White

Backgrounds, typography on dark backgrounds.



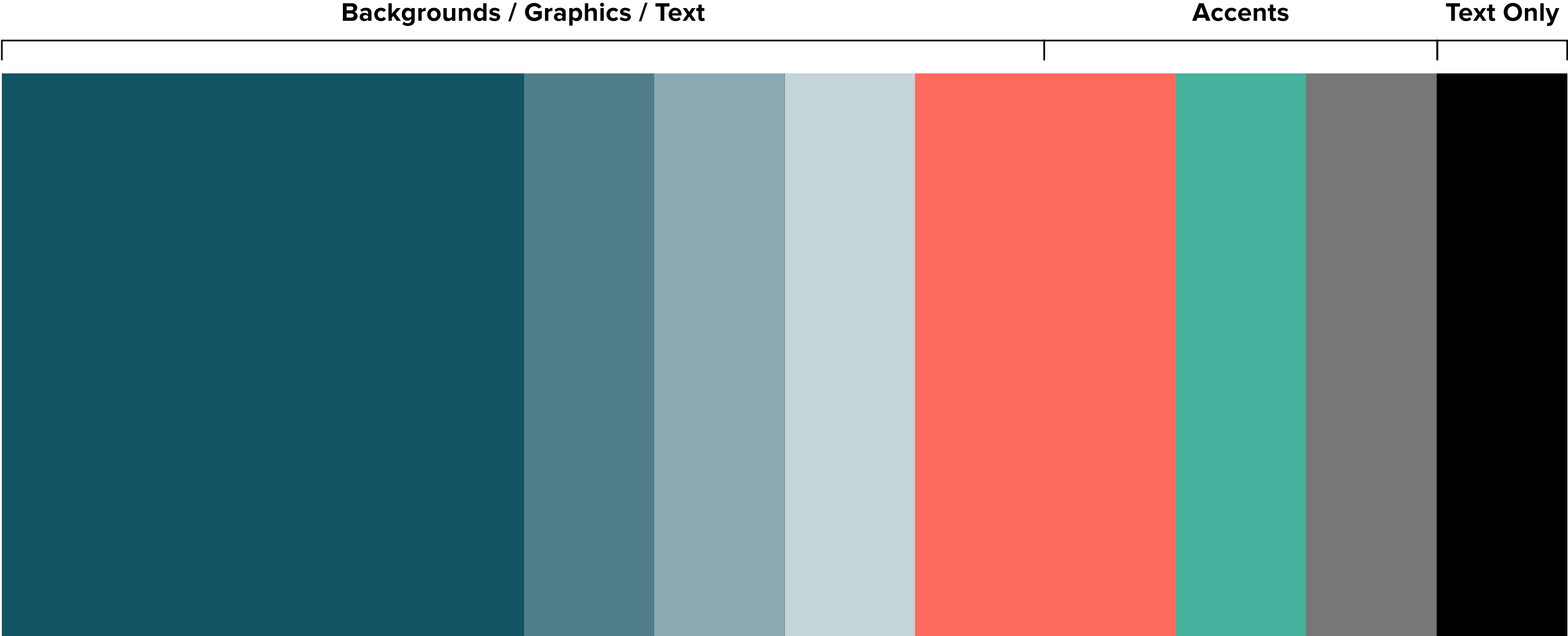
Steel

Neutral backgrounds, infographics, sub-text, subdued accents.

Colour Usage

COLOUR GUIDELINES

This diagram gives a general indication of the order of priority for each colour and how much each colour should be used relative to the other colours, along with their suggested application.



Type Guide

Brand Typography Overview

PROXIMA NOVA

Proxima Nova is our primary brand typeface, chosen for its clean geometry and modern versatility that reflects the clarity and confidence of the Acquire Intelligence brand.

Use across all branded channels



Marketing and brand collaterals



Website and digital platforms



Social media and video content



Internal signage and wall graphics



Recruitment campaigns and onboarding materials

Brand Typography Overview

PROXIMA NOVA

Use the following weights consistently to maintain visual hierarchy and clarity:

Proxima Nova Regular

Body text and general copy

Acquire Intelligence helps five boxing wizards jump quickly.

Proxima Nova Extra Bold

For extra emphasis

Acquire Intelligence helps five boxing wizards jump quickly.

Proxima Nova SemiBold

Acquire Intelligence helps five boxing wizards jump quickly.

Proxima Nova Bold

Headlines and key messaging

Acquire Intelligence helps five boxing wizards jump quickly.

Proxima Nova Light

Acquire Intelligence helps five boxing wizards jump quickly.

ENSURE ADEQUATE CONTRAST

To ensure accessibility, maintain strong colour contrast ratios, particularly between text and background. When pairing weights with background, use Bold or Semibold to preserve visual hierarchy without compromising readability. Avoid using ultra-light or light weights for body text on dark backgrounds.

Best practice colour combinations

These combinations ensure our communications remain accessible, modern, and true to our brand promise.

Acquire Intelligence helps five boxing wizards jump quickly.

Acquire Intelligence helps five boxing wizards jump quickly.

Acquire Intelligence helps five boxing wizards jump quickly.

Acquire Intelligence helps five boxing wizards jump quickly.

Acquire Intelligence helps five boxing wizards jump quickly.

↑ Limit use of Coral text on Adriatic background. Use at least Medium font-weight and sufficiently large font-size.

APPROVED FONTS & FALLBACKS

To maintain a professional, consistent brand presence while ensuring compatibility across all platforms, the following font usage and fallback hierarchy applies.

Fallback Fonts

Use the following font stack for CSS, email templates, and any environment where Proxima Nova may not be available: 'Proxima Nova', 'Aptos', 'Helvetica Neue', Helvetica, Arial, sans-serif;.

Use Licensed Files

Font files are available on Canva or Adobe fonts.

Usage Summary

- **Design & Branding:** Always use Proxima Nova when you control the output environment
- **Internal Docs & Presentations:** Use Aptos to ensure Microsoft Office compatibility
- **Email Signatures:** Use Aptos or Arial, depending on client/device compatibility

Order of Preference

1. Aptos

Preferred fallback in Microsoft 365 (Word, PowerPoint, Outlook)

**Acquire Intelligence helps
five boxing wizards jump
quickly.**

3. Arial

Common across macOS and modern browsers

**Acquire Intelligence helps
five boxing wizards jump
quickly.**

2. Helvetica Neue / Helvetica

Universal fallback on older systems and web clients

**Acquire Intelligence helps
five boxing wizards jump
quickly.**

4. Sans-serif

Final fallback to maintain consistency in all cases

Acquire Intelligence helps
five boxing wizards jump
quickly.

Our Trademarked Proven Approach



TRADEMARK PENDING

Purpose

Details the correct usage of our trademarked proven approach.

Eliminate, Automate, Reallocate™

Guidelines

- Always include the ™ symbol on first and most prominent usage (e.g., website headings, slide titles, brochure covers).
- Do not add “Framework” or “Methodology” inside the trademarked phrase. You may include them descriptively afterward (e.g., Eliminate, Automate, Reallocate™ Framework).
- Maintain identical capitalisation and punctuation across all uses.
- Ensure all digital and printed materials are updated accordingly.
- Keep screenshots and dated PDFs of where and when it first appears, for our trademark evidence file.

Visual Asset Guide

Photography

People

Show people with positive, natural expressions, featuring Acquire clothing and lanyards wherever possible. Avoid visible client logos, plain white walls, or large background crowds. Refrain from using photo filters or colour edits, keep images true to life and on-brand.



Photography

Offices

Show clean, organised workstations with minimal clutter. Avoid central notice boards, visible client logos, or excessive cords on desks. When photographing people at their desks, position the camera so monitor screens aren't visible, shoot from behind or at an angle. People should appear naturally engaged with their work, looking at their screens rather than the camera.



Photography

Recruitment

Show people working or interacting naturally, smiling, collaborating, or having fun. Feature Acquire-branded clothing where possible, but not on everyone for a balanced look. Avoid headsets. Keep poses relaxed and candid, no staged or overly posed shots.



Photography

Sales/CRM

Show genuine smiles and interactions between staff in clean, organised workspaces. In group shots, include Acquire-branded clothing or logos where possible. Avoid headsets. Capture natural moments by shooting through foreground elements, like plants or windows to create a candid, “peek into our workplace” feel.



Icons

USAGE

Icons are an important part of the Acquire Intelligence visual system. Only approved icons from the brand library may be used to ensure consistency across all platforms and materials. Do not alter, redraw, or create new icons outside this system.

The Safe. Flexible. Innovative. and Eliminate, Automate, Reallocate™ icons are exclusive to the Acquire Intelligence brand identity and cannot be used in any other context, campaign, or design application. These icons represent core brand pillars and are reserved for approved master brand materials only.

If you require a new icon, please submit a request through Marketing so it can be designed in line with our brand style and accessibility standards.



Version Notes



Version 1

October 2025

Thank You!
