

Brand Guidelines

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Welcome to the **Acheon Akti** Brand Guidelines.
Here, you will discover the essence of our brand and the tools to maintain
a consistent and vibrant presence.

These guidelines empower you to keep our brand authentic and true to
its essence in every interaction. Let's embark on this creative journey
together, making **Acheon Akti** a powerful brand.

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Logo

The logo is the face of **Acheon Akti**, and this section tells you how to showcase it with perfection. It explains where to place the logo, how big or small it should be, and the space it needs to have to breathe. It's a guide to ensure that our visuals identity always shines through consistently.

1.0

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The **Acheon Akti** logo is a text-based representation of the brand. Its design features an elegant clean font, creating a straightforward and minimalistic appearance. Despite its simplicity, the chosen font exudes quality and a wavy vibe. Overall, the logo conveys the essence of gentleness and luxury.



save area

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Correct Logo Application

It refers to the precise and consistent application of the brand's logo across various materials and platforms. This ensures the logo's integrity in terms of size, placement, and color, reinforcing brand recognition and maintaining a polished brand image.

✓

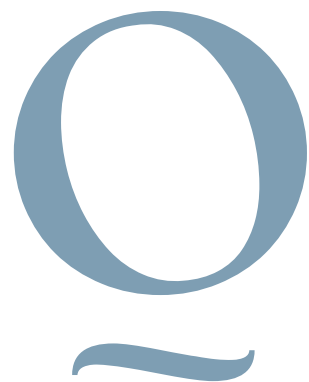
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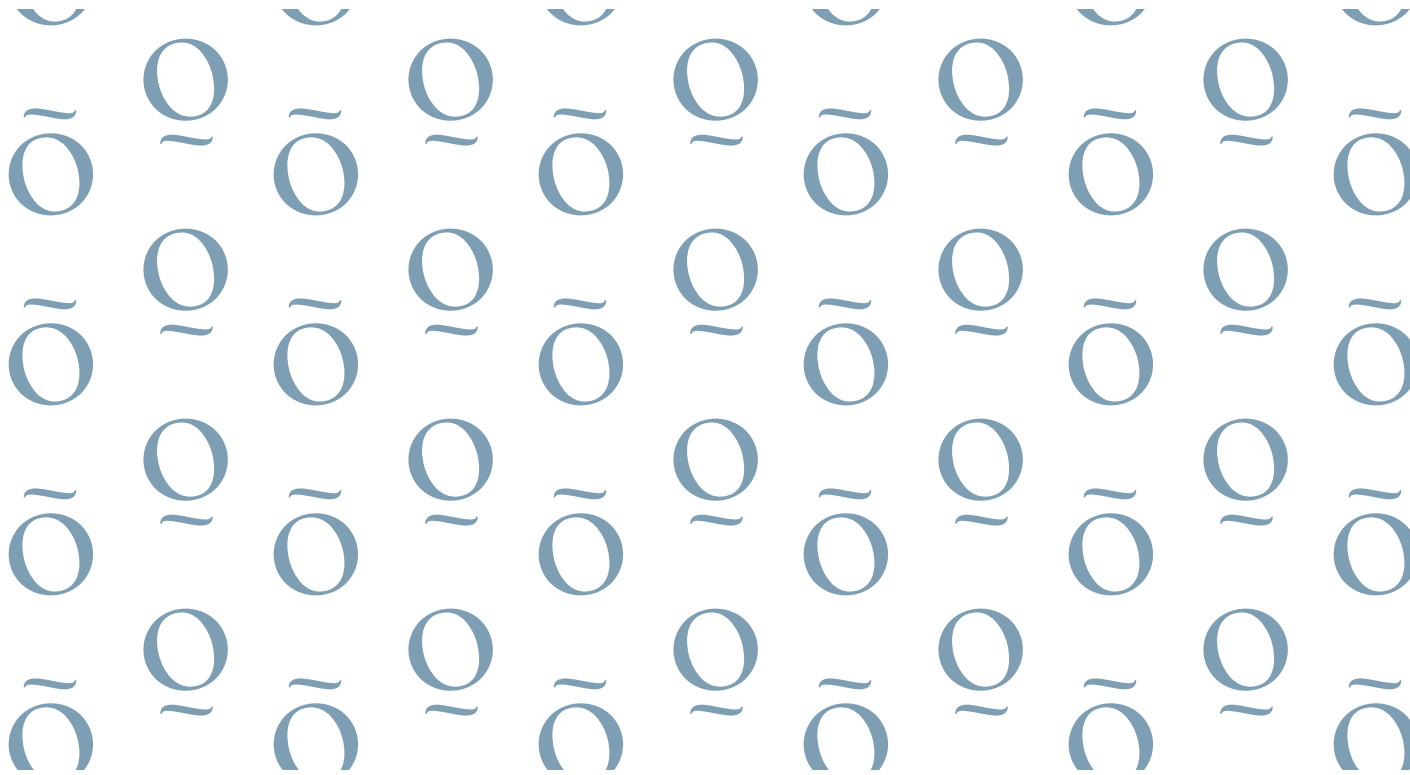


Incorrect Logo Application

It refers to the situation where the brand's logo is used improperly or inconsistently. This guideline helps avoiding common mistakes, ensuring that the logo is always correctly sized, positioned, and colored to maintain the brand's identity and professionalism.







In branding, "the pattern" encompasses consistent visual, messaging, and behavioral elements defining a brand's identity. This includes design coherence, distinct messaging tone, and aligned actions reflecting brand values. Recognizing and leveraging consumer behavior patterns aids in tailoring effective strategies for loyalty and relevance in the market.

Colors

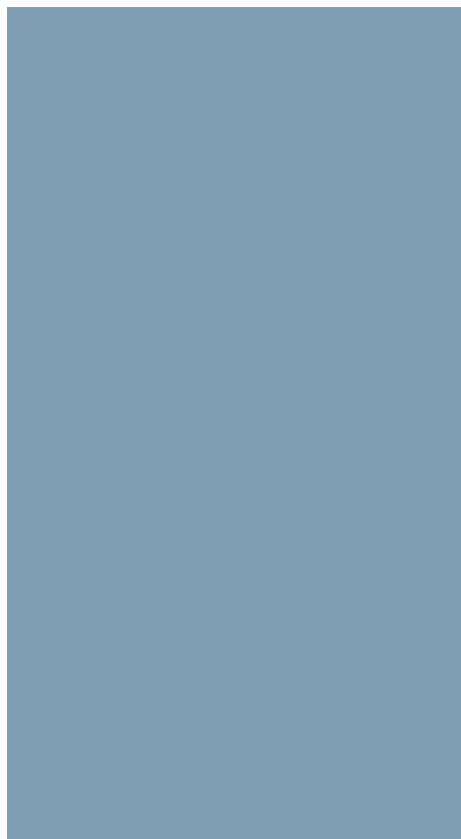
The Color Section is the primary guide to the color palette that defines our brand, establishing the foundation for a strong and consistent brand identity. The carefully chosen colors here reflect the core characteristics and values of our brand. They not only provide an appealing visual aesthetic, but also communicate the emotions and messages of our brand to our audience.

2.0



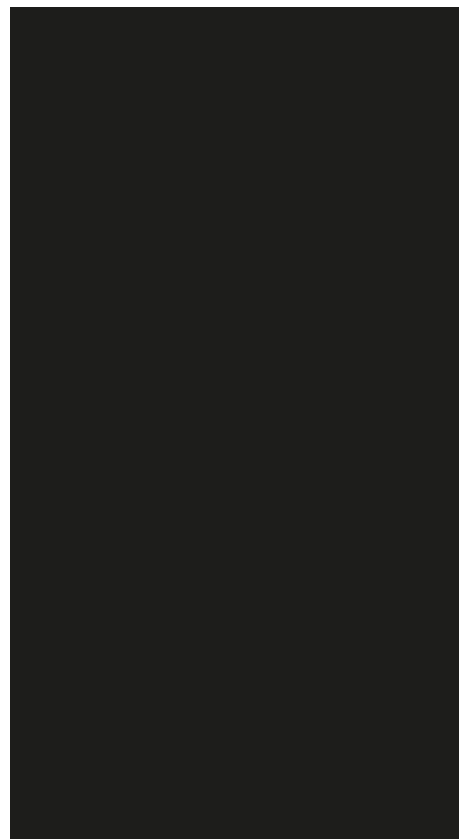
Navy blue

PANTONE: 7463 CP
CMYK: **C** 100 **M** 62 **Y** 12 **K** 65
RGB: **R** 0 **G** 49 **B** 80
HEX: #003150



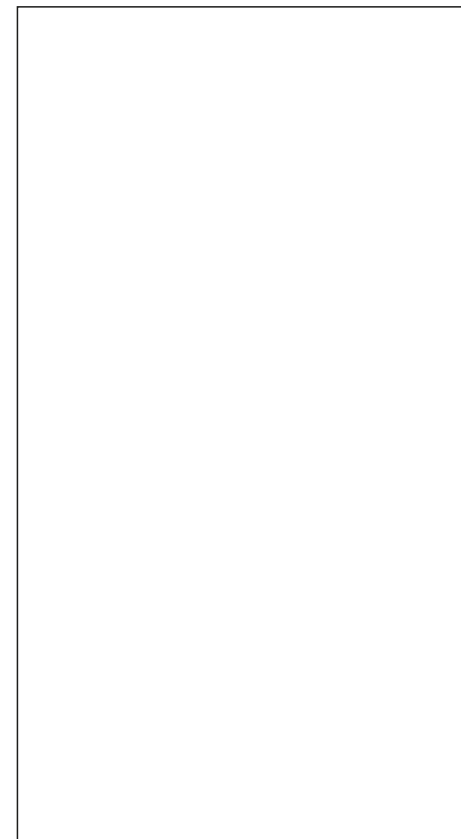
Sky blue

PANTONE: 5425 CP
CMYK: **C** 45 **M** 16 **Y** 9 **K** 26
RGB: **R** 125 **G** 154 **B** 170
HEX: #7D9AAA




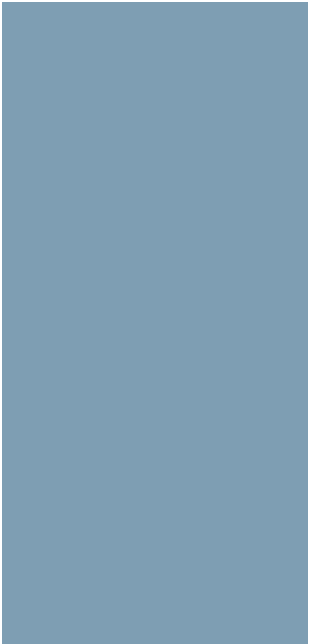
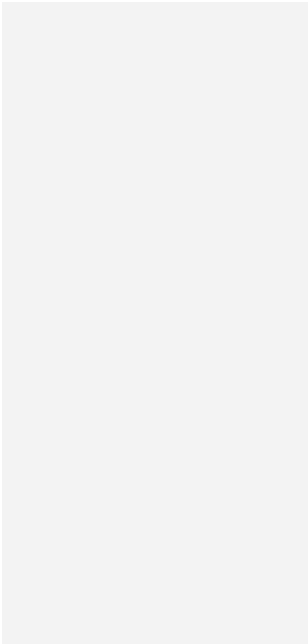
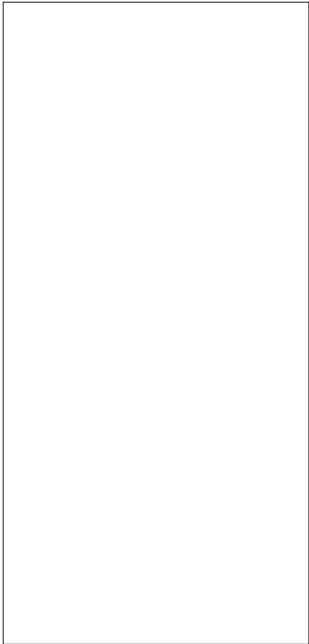
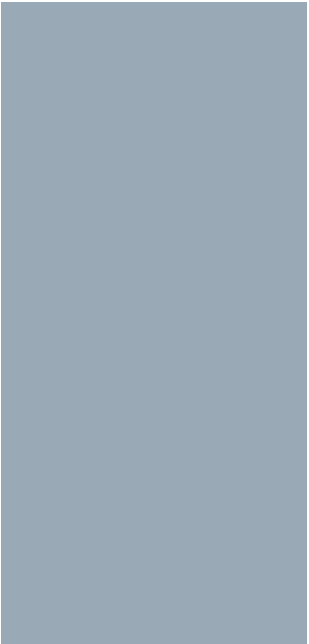
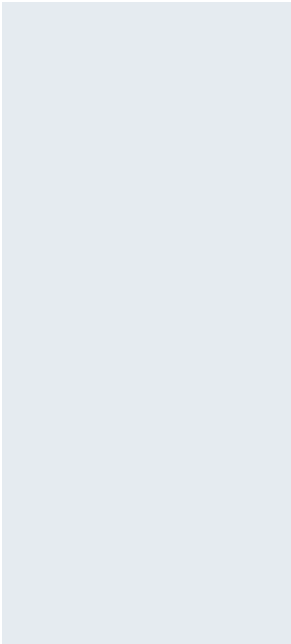
Black

PANTONE: -
CMYK: **C** 0 **M** 0 **Y** 0 **K** 100
RGB: **R** 30 **G** 30 **B** 30
HEX: #1E1E1E



White

PANTONE: -
CMYK: **C** 0 **M** 0 **Y** 0 **K** 0
RGB: **R** 255 **G** 255 **B** 255
HEX: #FFFFFF

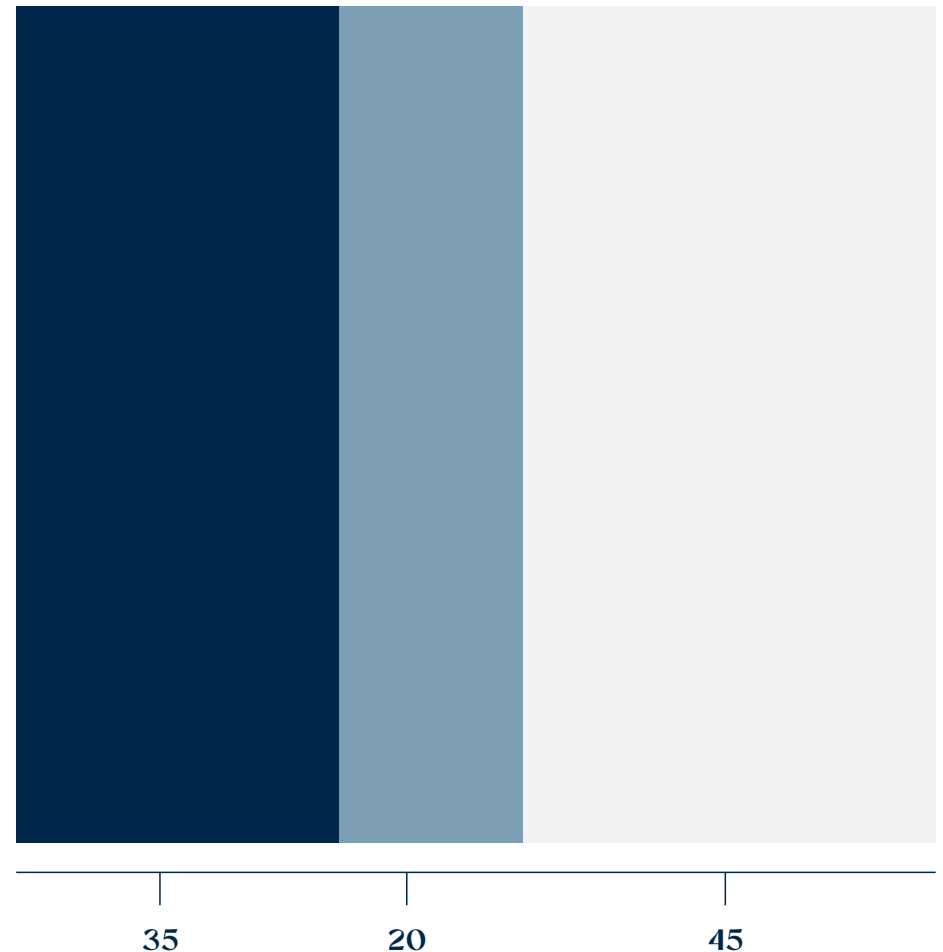
Primary		Secondary		Additional raster	
					
Navy blue HEX: #003150	Sky blue HEX: #7D9AAA	White smoke HEX: #F3F3F3	White HEX: #FFFFFF	Navy blue 40%	Sky blue 20%

Color Usage

Navy blue color is utilized in the primary logo of the brand to emphasize key elements and convey important messages. The color captures attention and adds a dynamic touch to the brand.

Sky blue color is often used for backgrounds and other secondary needs, such as fonts or supporting design elements. It creates a strong and supportive background while imparting a natural, outdoorsy feel.

White smoke / White serves as the neutral color, used in various contexts. It precedes a clean, simple backdrop and is often applied in areas requiring a neutral background or in text to ensure readability.



Typography

In the context of **Acheon Akti**, typography guidelines establish consistent use of typefaces, font styles, font sizes, and text layouts. This ensures the brand's strong and elegant message is conveyed professionally through appropriate design and optimal readability.

3.0

Primary Typeface

The primary typeface for the **Acheon Akti** brand is “Conso” font. Is a luxury choice for this brand. With its elegant design, this font creates a luxury impression that aligns with the character of the **Acheon Akti** brand. Using this font can add a powerful touch and promote an luxury atmosphere in all brand communications.

Here are some brief guidelines for the usage of the primary typeface:

- Usage in the Logo
- Usage in Headings

Aa Bb Cc

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

Acheon Akti Navigation was established in Limassol, Cyprus in 2002 and offers cost effective and safe transportation and delivery through efficient vessel management.

Our company provides a range of quality third party ship management services. Our policy is to encourage owners to freely choose the extent of their involvement in chartering, operations, sales and purchase. This flexibility is something that larger companies may not be able to duplicate.

Secondary Typeface

The secondary typeface chosen for the **Acheon Akti** brand is “PF Bague Sans Pro” font. This modern typeface characterized by its clean lines. Developed with precision and attention to detail, this font exudes professionalism and versatility, making it suitable for a wide range of design projects. Its balanced proportions and subtle variations in stroke widths create a harmonious rhythm, enhancing readability across various mediums.

Here are some brief guidelines for the usage of the secondary typeface:

- Usage in Body Text
- Letter and Lines Spacing

Aa Bb Cc

A B C D E F G H
I J K L M N O P
Q R S T U V W
X Y Z

Black: Lorem Ipsum is simply dummy text of the

Bold: Lorem Ipsum is simply dummy text of the

Regular: Lorem Ipsum is simply dummy text of the

Italic: Lorem Ipsum is simply dummy text of the printing

Light: Lorem Ipsum is simply dummy text of the printing

Thin: Lorem Ipsum is simply dummy text of the printing

Display Headline | font: Conso
size 150 pt

Hello.

H1 | font: Conso
size 72 pt

Welcome to Acheon Akti.

H2 | font: Conso
size 48 pt

discover the essence of our brand.

Subheader | font: Conso
size 36 pt

A fully integrated management platform, offering
services in every aspect of ship management.

Body Text | font: Pf Bague Sans Pro
size 18 pt

Acheon Akti is a vibrant brand that embodies the essence
of luxury , dynamism and sea strategy.

Thank you!

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