



HAMELEON



# CHAMELEON

## CONTENTS

- Introduction
- Logo Overview
- Typography
- Colour Palette



# CHAMELEON

This guide is designed to help for a better comprehension of the concept of the CHAMELEON® logo and its correct use.

It will also be useful aid when instructing graphic designers, typographers and others employed to produce branded items, to design and create communications material.

In order to maintain the integrity of our identity and what it represents it is important to apply all the elements of the toolkit properly and consistently so it keeps an authentic root of the project.

## INTRODUCTION

# LOGO OVERVIEW

## Concept and the idea behind

The CHAMELEON® project logo focuses on the physiology of the chameleon's body that is changing and getting embodied in the environment by adopting his skin colour accordingly. The device is using a similar technique by adapting its technologies and shapes according to the environmental demands to support diverse functionality and cover the requirements of different operational missions in agriculture, livestock, forestry, and rural areas.



Through a minimalist approach, the logo combines the shape of the body of the animal with its eye that at the same time forms the initial of the Chameleon name, shaded in a gradient of purple, yellow and green that are very common colour variations of the reptile

The logo is composed as a synthesis of the following geometries in order to respect the purposes of the product possibilities



Body Geometry



Eyes & Sight



Word mark

# LOGO OVERVIEW

## Format

### Format

The logo has to be strictly used as solid horizontal layout with the word mark or as a stacked solid logo of the original shades.  
(alternative colours will be discussed in the section of the colour palettes)

### Shades




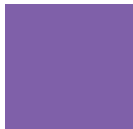
The shades should be the gradient colour palette or as solid colour of the same colours. This information will be analysed further in the subject of the colour palette.



Horizontal logo - Solid



Stacked logo - Solid

	C: 30   M: 13   Y: 67   K: 0 R: 196   G: 197   B: 110
	C: 0   M: 21   Y: 99   K: 1 R: 253   G: 201   B: 0
	C: 0   M: 24   Y: 58   K: 4 R: 245   G: 198   B: 121
	C: 57   M: 71   Y: 0   K: 47 R: 88   G: 59   B: 105

Gradient colour palette

# LOGO OVERVIEW

## Space

### Space

To allow the CHAMELEON logo to breathe and be noticed, clear space rules have been defined.

The horizontal logo is the primary logo and should be used in most instances.

The CHAMELEON logo is for large-scale use.

Avoid using at small sizes, as it can become illegible.

Always use the logo files provided.

Do not re-create.



Horizontal logo with spacing



Stacked logo with spacing

ALWAYS KEEP THE  
INDICATED  
CLEARANCE AREA  
FROM OTHER  
ELEMENTS.

# LOGO OVERVIEW

## Size

### Size

There is a specific logo for small sizes and should be used when the logo is rendered at minimum 90px (31.75mm) wide so it is legible.

The small logo mark (stacked logo) should be used at a size between 25px tall and 30px tall.

Only the horizontal logos are appropriate for small use. *It is suggested not to use the stacked logo for small use.*

## Minimum Sizing for Small Use Logo

### Horizontal Long

90x26 px max, approx  
approx 31.75x9.35 mm



### Stacked Logo: Mini

25x25.58 px max, approx  
approx 9.02x8.81 mm



### Stacked Logo: Small

30x30.7 px max, approx  
approx 10.83x10.58 mm



# LOGO OVERVIEW

## Variations

### Original Logo

Primarily the logo should be used on a white background in its original design for maximum impact and clarity. This primary format is used on every occasion except from the cases it is not feasible. In these cases, the following versions are available for usage:

- **Negative:** used when placing the logo on an image, a colored background or a pattern.
- **Greyscale:** for greyscale printing (newspaper etc.)

### Original

This is the primary format of the logo and is used in every occasions except from the ones specifically mentioned in this guide



### Negative

This format of the logo is only used when placing the logo on an image, a colored background or a pattern.



### Greyscale

Greyscale logos are for use in printed black and white publications such as newspapers. They are also used for internal documents that you know will be printed on black and white printers such as internal memos.





# LOGO OVERVIEW

## Logo Use on Backgrounds

Original color logos should be used only on white and black colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

It is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.



## Alternative Combinations



# LOGO OVERVIEW

## Logo Misuse

Do not crop the logo



Do not change the transparency of the logo



Do not shuffle around the colors



Do not use different colors



Do not change the size or position of the chameleon initial and logotype.



## Original Logo

Always use logo files from the Brand Guidelines respective folders. Never try to recreate them from the guidelines.



Do not distort



Do not use drop shadows or any other effects



Do not re-create using any other typeface



Do not outline



Do not rotate any part of the logo



# TYPOGRAPHY

## Typefaces

The primary typeface is **Brandon Grotesque** with a secondary **Avenir Next** to complement the primary. These two typefaces have been carefully selected to give prominence to project, and must be always used to retain consistency - especially within the logo. Do not replace the fonts under any circumstances. It is strongly recommended for consistency reasons to use these two typefaces for any type of promotional material and in web media and applications.

Primary typeface  
**Brandon Grotesque**  
**AaBbCcDdEe123**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
£!@#\$\$%^&\*()\_+~[]{};'\,./:~|<>?

Thin	AaBbCcDdEe123
<i>Thin Italic</i>	AaBbCcDdEe123
Light	AaBbCcDdEe123
<i>Light Italic</i>	AaBbCcDdEe123
Regular	AaBbCcDdEe123
<i>Regular Italic</i>	AaBbCcDdEe123
Medium	AaBbCcDdEe123
<i>Medium Italic</i>	AaBbCcDdEe123
<b>Bold</b>	<b>AaBbCcDdEe123</b>
<b><i>Bold Italic</i></b>	<b>AaBbCcDdEe123</b>
<b>Black</b>	<b>AaBbCcDdEe123</b>
<b><i>Black Italic</i></b>	<b>AaBbCcDdEe123</b>

Secondary typeface  
**Avenir Next**  
**AaBbCcDdEe123**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
£!@#\$\$%^&\*()\_+~[]{};'\,./:~|<>?

Ultra Light	AaBbCcDdEe123
<i>Ultra Light Italic</i>	AaBbCcDdEe123
Regular	AaBbCcDdEe123
<i>Italic</i>	AaBbCcDdEe123
Medium	AaBbCcDdEe123
<i>Medium Italic</i>	AaBbCcDdEe123
Demi Bold	AaBbCcDdEe123
<b><i>Bold Italic</i></b>	<b>AaBbCcDdEe123</b>
<b>Heavy</b>	<b>AaBbCcDdEe123</b>
<b><i>Heavy Italic</i></b>	<b>AaBbCcDdEe123</b>

**Avenir Next can be used in Condensed typeface whenever is necessary**

# COLOUR PALETTE

## Core Colours

Use these color proportions in any layout or collateral design.

Text should always be set in black, white, and the referenced colours in the 100%

**CMYK: 57, 71, 0, 47**  
**RGB: 88, 59, 105**

**HSB: 227.6, 47.78, 41.24 %**  
**#583B69**

100%	90%	80%	70%	60%	50%	40%
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**CMYK: 0, 24, 58, 4**  
**RGB: 245, 198, 121**

**HSB: 36.99, 50.39, 96.04 %**  
**#F5C679**

100%	90%	80%	70%	60%	50%	40%
------	-----	-----	-----	-----	-----	-----

**CMYK: 0, 21, 99, 1**  
**RGB: 253, 201, 0**

**HSB: 47.7, 100, 99.14 %**  
**#FDC900**

100%	90%	80%	70%	60%	50%	40%
------	-----	-----	-----	-----	-----	-----

**CMYK: 30, 13, 67, 0**  
**RGB: 196, 197, 110**

**HSB: 61.05, 44.06, 77.44 %**  
**#C4C56E**

100%	90%	80%	70%	60%	50%	40%
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# COLOUR PALETTE

## Secondary Colours

Secondary colors can be used with our core colors, but this should be limited.

CMYK: 57, 71, 0, 68

RGB: 63, 40, 75

HSB: 280.3, 46.36, 29.31 %

#3F284B

100%

90%

80%

70%

60%

50%

40%

CMYK: 31.54, 8.98, 99.94, 0.43

RGB: 196, 197, 0

HSB: 61.05, 100, 77.44 %

#C2C500

100%

90%

80%

70%

60%

50%

40%