

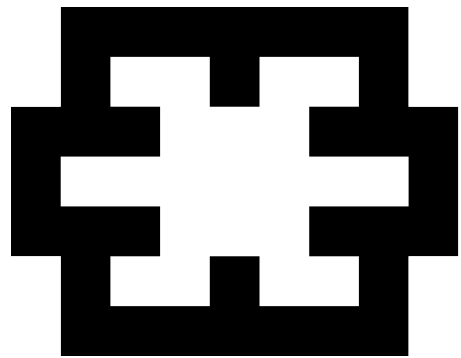
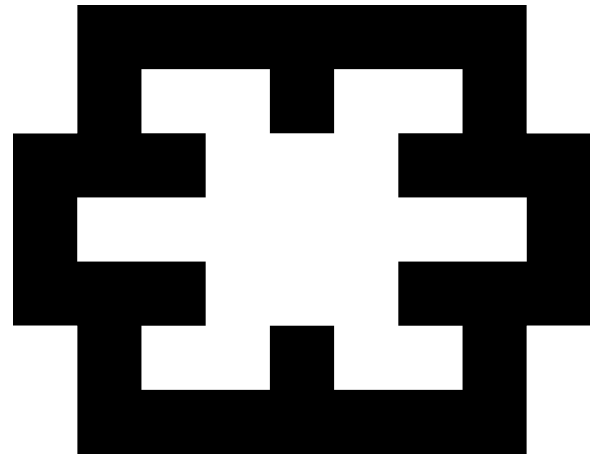
System Anomaly

Brand Guide
2023 Edition

Brand Logo

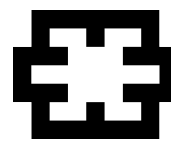
The System Anomaly asterisk logo and word-mark are a key element of the SA identity.

The logo should always have the icon to the left when paired with the word-mark, or alone. The word-mark should never be used alone except when a sub-brand is represented, and the logo exists elsewhere on the printed document, web presence, or physical product. This is to ensure that the logo is not overused.



**System
Anomaly**

Anomaly
Sub-Brand



Anomaly
Sub-Brand

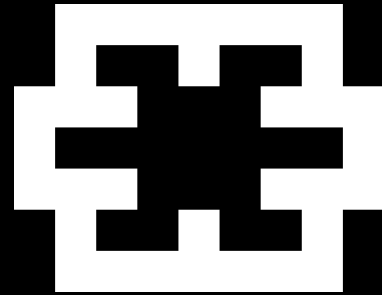
In addition to the logo being to the left of the word-mark, the System Anomaly word-mark should always be two lines, left aligned and be centered against the logo. There is no vertical version, and the logo should be used alone. Sub-brands are only to use the word-mark in these cases.

The System Anomaly sub-brand word-mark shall only consist of the word “Anomaly” and the sub-brand in smaller text. When paired with the logo, the base of the word “Anomaly” shall be aligned with the lower edge of the right-most point of the asterisk logo.

Reversed Logos

A stark white or light background is not always suitable. Especially across the web.

When used against a dark background, an alternate reversed-color version of the logo may be used as to stand out. Avoid applying the logo and word-mark against images of varying contrast.



Minimum Sizing

It's nice to have the logo emblazoned everywhere as large as possible, but sometimes it has to be made very small to fit the situation.

The full word-mark version of the logo may be used down to a minimum size of 1/4" in height. In digital representations, this is when the text on the word-mark is approximately 10pt.



(This is the word-mark font at 10pt)

The asterisk logo may be used down to a size where it is no longer distinguishable.



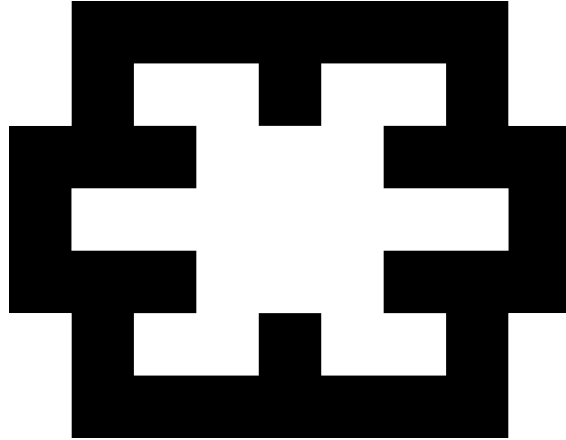
Sub-branded logo may only be used down to a size where the sub-brand's text is no smaller than 10pt, or approximately when the word-mark is 2" wide.



Spacing

In a void, the logo has no context. With other elements, it has to compete for attention.

Sufficient space should be given to the logo so that it is not crowded by any text or subjects of images branded with the logo. No hard-fast rules on this one.



Typography

A consistent approach to the use of typography helps with keeping a consistent brand.

Three typefaces are associated with the System Anomaly brand.

Forma DJR Display

Used for the word-mark in the logo and for titles. Suitable for print-work and digital representation.

Forma DJR Display Regular

Forma DJR Display Medium

AaBbCcDdEeFf

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@#%&*+-

Futura PT

Used for subtitles, textual design elements, and urls.

Futura PT Book

AaBbCcDdEeFf

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@#%&*+-

Petersburg

Bulk text should use this typeface as it provides decent readability in both print and digital mediums.

Petersburg Regular

Petersburg Italic

Petersburg Bold

Petersburg Bold Italic

AaBbCcDdEeFf

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@#%&*+-

Colors

Colors create an association with a brand. The same applies to System Anomaly.

The color palette used by System Anomaly is fairly straightforward. Included are both the web and print color values.

R: 0 G: 0 B: 0 #000000	C: 0% M: 0% Y: 0% K: 100%
R: 55 G: 55 B: 55 #333333	C: 0% M: 0% Y: 0% K: 78%
R: 215 G: 215 B: 215 #D7DEDC	C: 0% M: 0% Y: 0% K: 16%
R: 255 G: 255 B: 255 #FFFFFF	C: 0% M: 0% Y: 0% K: 0%
R: 121 G: 168 B: 229 #79A8E5	C: 47% M: 27% Y: 0% K: 10%
R: 145 G: 187 B: 242 #91BBF2	C: 40% M: 23% Y: 0% K: 5%

Sub-Brands

Anomaly

Creative Media

Anomaly Creative Media is the brand applied to Photography and Videography projects under the System Anomaly brand. Currently this includes the System Anomaly YouTube channel and the System Anomaly photo gallery.

Anomaly

ElectroDigital Design

Anomaly ElectroDigital Design is the brand applied to the research, design, and production of electronic designs and products. Products and designs may be showcased in the System Anomaly YouTube channel. Additionally, the **ACFX** guitar pedal brand is part of the Anomaly ElectroDigital Design brand.

Sub-Brands

Anomaly

<Codebase>

Anomaly <Codebase> is the brand applied to software projects under the System Anomaly brand.

Anomaly

Digital Services

Anomaly Digital Services is the brand applied to web and email services supplied under the System Anomaly brand. This includes the System Anomaly Website, Email Services, Database Services, NetSec Services, Application Services, Storage Services, and Metrics and Monitoring.