



## **Brand Guidelines**

November 2025 - Version 1.1



## Brand Introduction

### The Amino Brand Has Evolved As The Industry And Pay TV Market Has Evolved.

Our new logo reflects the products and services now offered by Amino and the market that continues to develop. Our new brand purposely evolves the previous logo and celebrates its heritage by utilising the three rings of the preceding brand in a contemporary manner. It offers a fresh and current typeface that, not only, provides a unique standalone brand, but also delivers a mark that harmonises with our sister company 24i. Modern color ways reflect the forward thinking vision of Amino, a pay TV solutions software and hardware business.

The Amino brand sits perfectly side by side with 24i and comfortably under the Amino Technologies plc banner.





## The Logo

**The Amino Logo Is At The Core Of Our Visual Identity. When Using The Logo There Are Some Simple Rules To Follow.**

Wherever possible the Amino logo should appear in it's primary blue color. It can also be used as white out on the primary or any of the secondary colors from the color palette (see page 9) or on an image.

In circumstances where only one color can be used the logo should appear in either all black or all white.

The logo should only be reproduced from master artworks and should not be redrawn or altered in any way.





## Exclusion and Minimum Size

### Exclusion

To protect the integrity of our logo an exclusion area ensuring adequate clear space around it is essential. A space equivalent to the size of the 'O' in the logo has been designated. This is the minimum space allowed around the logo and no other elements should fall within this area when used in any design. This area is a minimum and should be increased wherever possible.

### Minimum size

To ensure maximum clarity of the three rings, within the circles of the logo mark, when viewed at small sizes, the logo should never appear smaller than 43mm wide on any printed material and no less than 80pixels on digital applications.



43mm minimum for print  
80px minimum for digital



## Logo Misuse

This page shows various examples of misuses of the logo that must be avoided. Our logo should only ever be reproduced from the master artwork files. Please do not attempt to re-create the logo yourself.



DO NOT re-color the logo.



DO NOT add effects or shadows to the logo.



DO NOT crop the logo.



DO NOT rotate the logo



DO NOT shorten the logo



DO NOT distort the logo

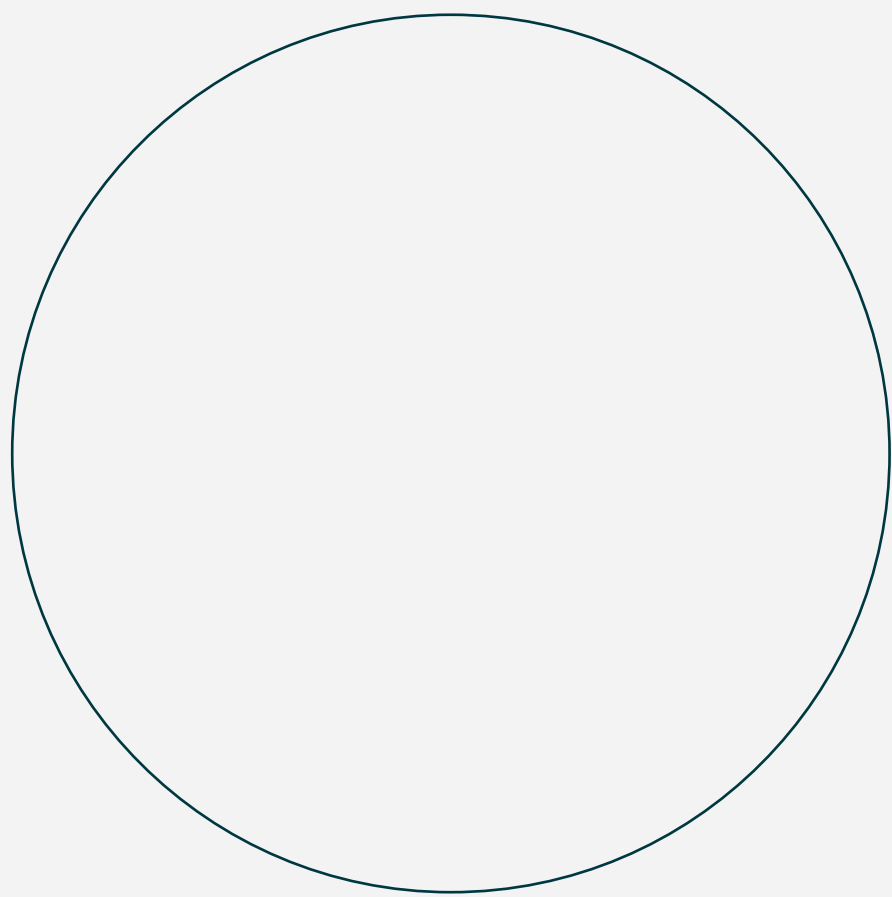


# Color Palette

The corporate primary color provides a solid, bright and bold base for the Amino identity. The secondary colors compliment and harmonise with the primary blue to create a full palette of colors for use across our visual identity. The color palette should be used consistently across all brand communications as solid colors and never as gradients. Tints of the colors may be used and can be especially useful for designing information graphics, charts and tables.



**Amino White**  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



**Amino Off-White**  
C0 M0 Y0 K5  
R243 G243 B243  
#F3F3F3



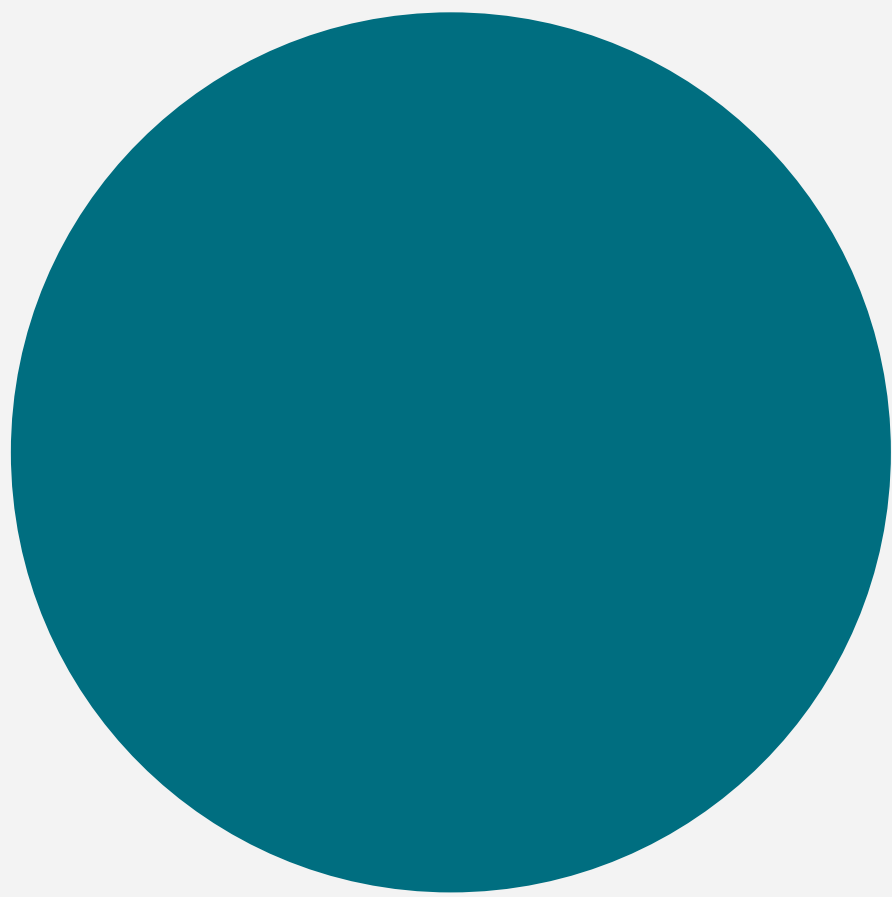
**Amino Blue Grey**  
C27 M15 Y20 K0  
R184 G201 B201  
#B8C9C9



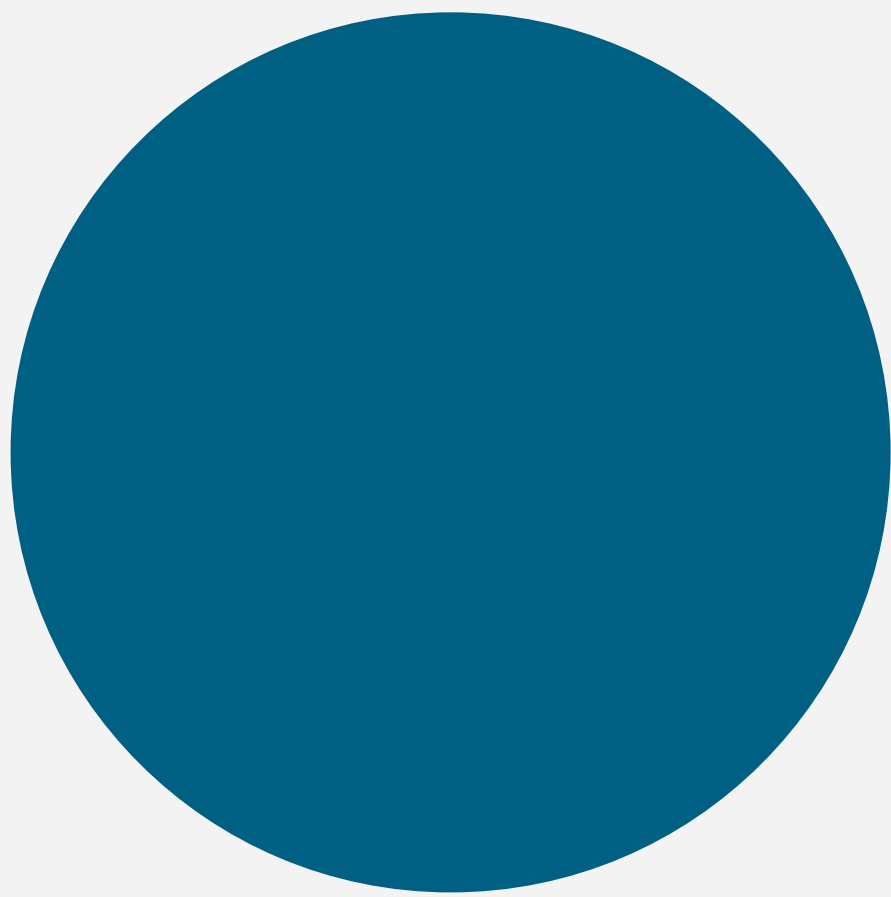
**Amino Light Blue**  
C32 M0 Y1 K0  
R164 G219 B247  
#A4DBF7



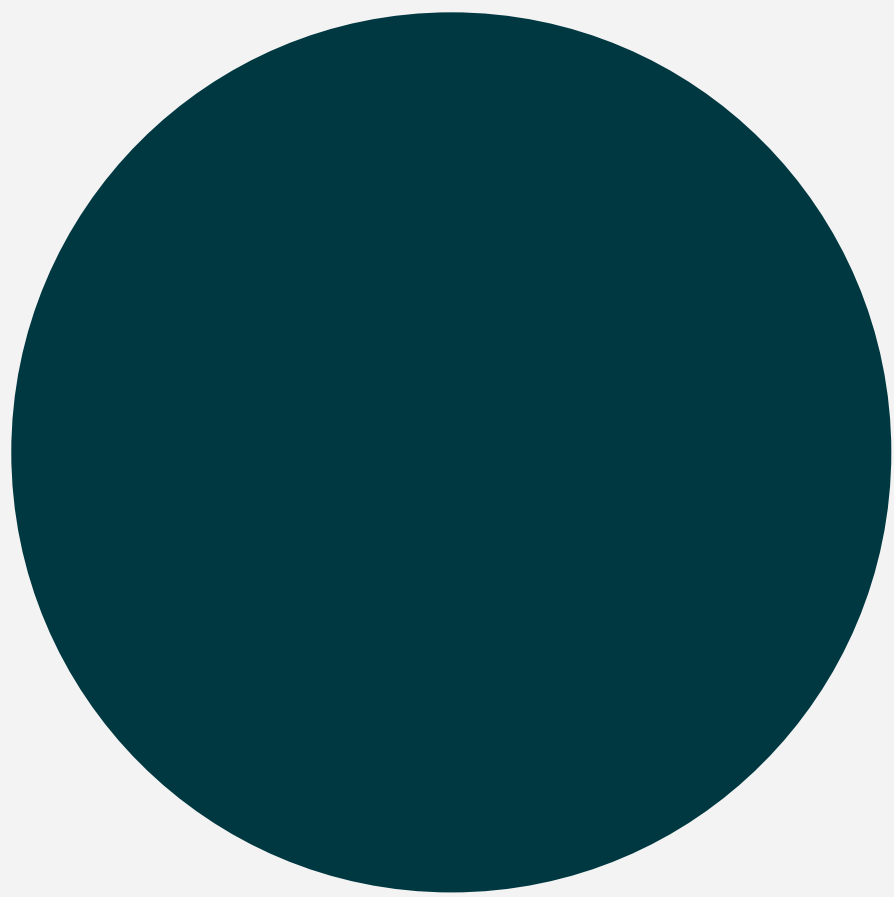
**Amino Blue**  
C93 M2 Y25 K4  
R0 G152 B176  
#0098B0



**Amino Teal**  
C100 M14 Y0 K50  
R0 G110 B128  
#006E80



**Amino Mid Blue**  
C95 M23 Y11 K38  
R0 G97 B132  
#006184

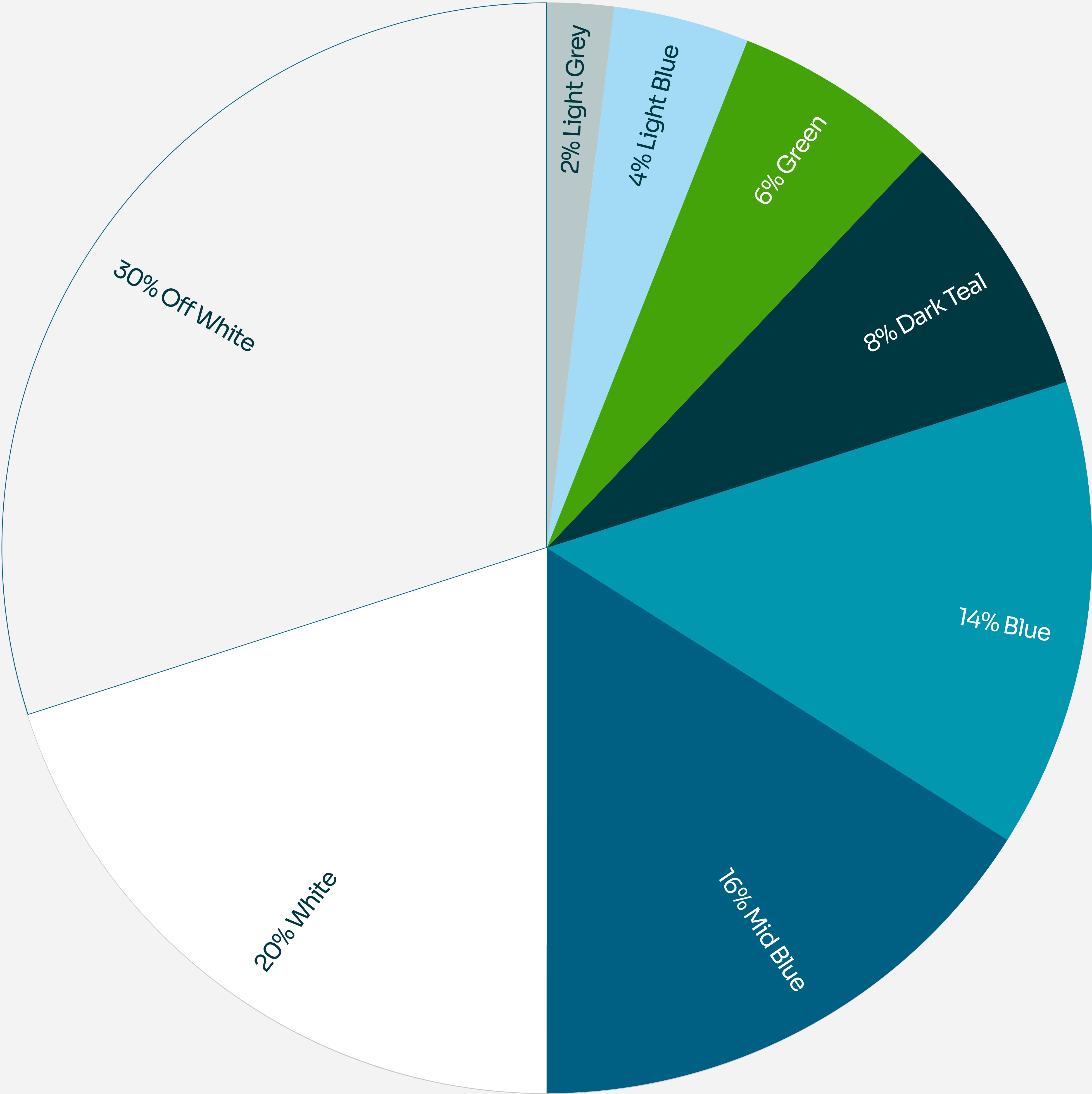


**Amino Dark Teal**  
C94 M57 Y54 K38  
R0 G57 B65  
#003941



# Color Weighting

The approximate color usage weighting ensures a harmonious and visually appealing balance across applications. While creative judgements is encouraged to suit specific needs, the following guideline serves as a foundation for maintaining brand consistency.





# Primary Typeface

## Typeface For Professionally Produced Marketing Material And Online Application.

Sora is Amino’s corporate typeface family. Fresh and modern in it’s appearance, and with it’s stylised characters gives Amino a distinct look.

It is a font family of 8 font weights, making it extremely versatile for distinguishing different areas of copy. We recommend using Sora Extra Light for large titles, Sora Semi bold or Extra bold for subtitles and Sora Regular for body copy.

Being a google font it is a free to use font for desktop and online applications and can be downloaded from the following link:

<https://fonts.google.com/specimen/Sora>

Sora ExtraLight  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

Sora Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

Sora Semibold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

Sora ExtraBold  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()



# Secondary Typeface

## Typeface For Everyday Use

Corbel is our typeface for everyday use. Corbel is designed to give an uncluttered and clean appearance on screen.

The font should be used for Microsoft 365 applications, Powerpoint presentations and internal communications and when using Word and Excel where a system font is required.

### Corbel Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

### Corbel Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@£\$%^&\*()**



# Contact

## Amino Global Marketing Department

If you have any questions or require any clarification on the contents of these guidelines, please contact the marketing department either by email or telephone.

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