



Brand Guidelines

For Amino's Partners

Brand Introduction

The Amino brand has evolved alongside the markets and technologies we serve.

Our updated identity reflects Amino's continued focus on enterprise video, digital signage, IPTV and managed media solutions. The refreshed logo builds on our heritage by evolving the four-ring symbol into a more contemporary and confident expression of the brand, while maintaining a strong connection to Amino's long-standing reputation in IP video innovation.

The modernized typography and color palette reflect a business focused on secure, reliable and scalable media delivery across healthcare, hospitality, corporate, sports betting and enterprise environments.

As Amino continues to grow, the brand represents a forward-looking technology company built on more than 25 years of expertise in delivering secure IP video, device management and enterprise-grade media solutions at scale.



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 its 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 6) or on an image.

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 with no other elements falling 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 four 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 80 pixels on digital applications.



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

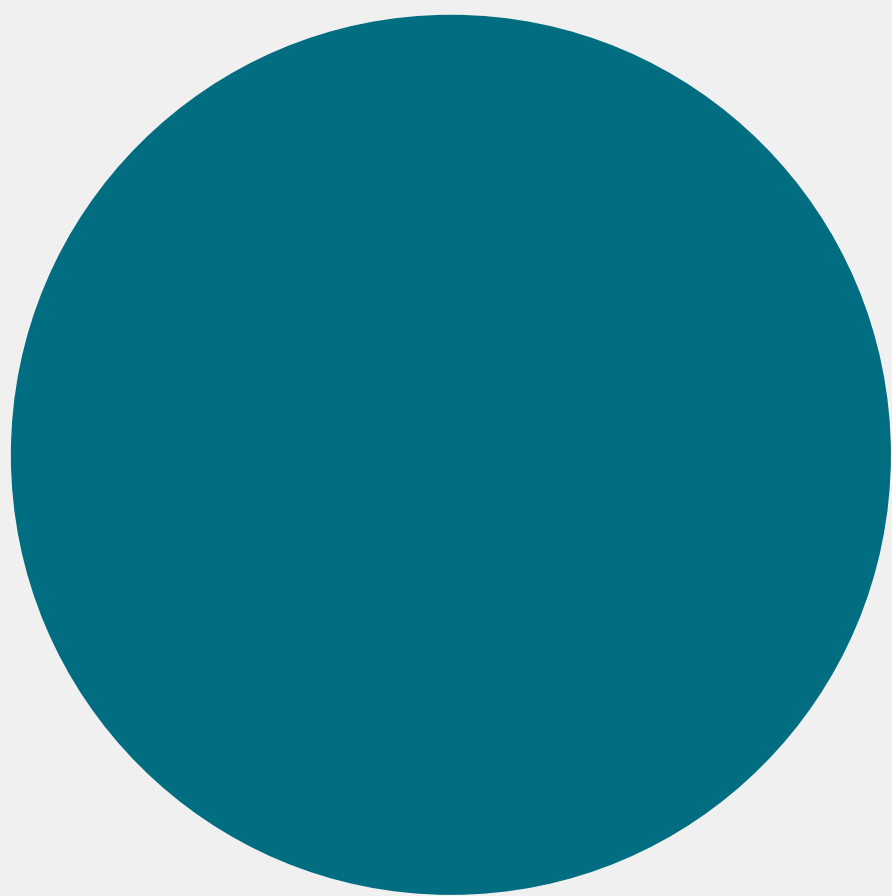
The corporate primary color provides a solid, bright and bold base for the Amino identity. The secondary colors compliment and harmonise with the primary Amino blue to create a full palette of colors for use across our visual identity.

The color palette should be used consistently across all brand communications. Solid colors, gradients and tints may be used and can be especially useful for designing information graphics, charts and tables.

Primary Colors



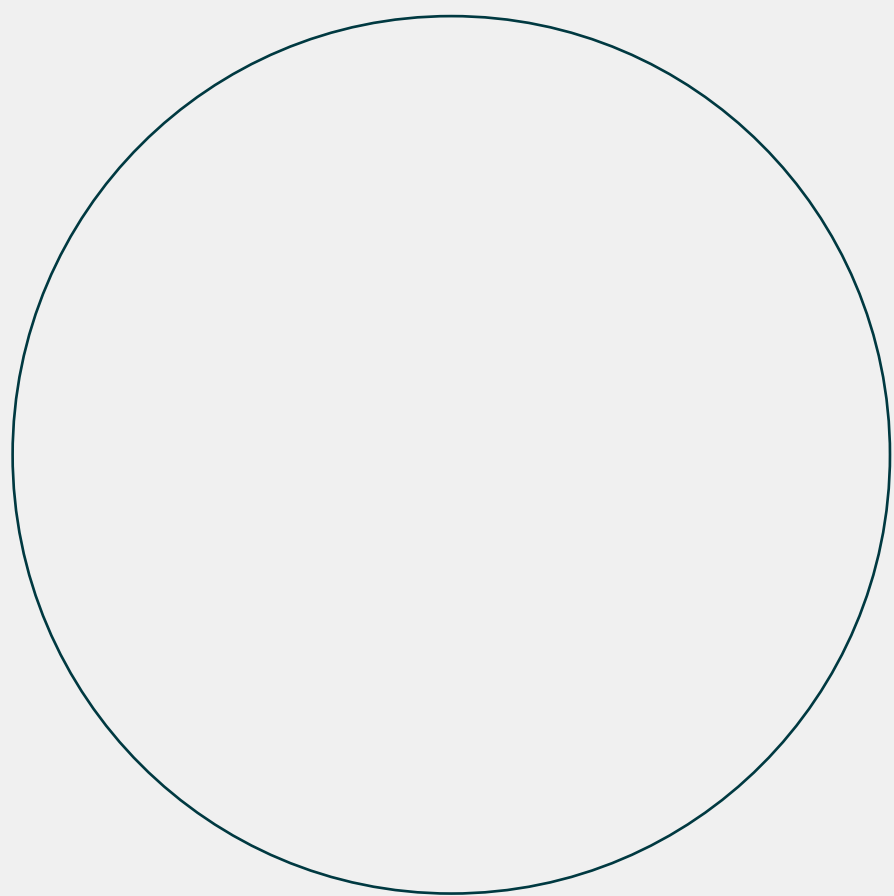
Amino Blue
C93 M2 Y25 K4
R0 G152 B176
#0098B0



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



Amino White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

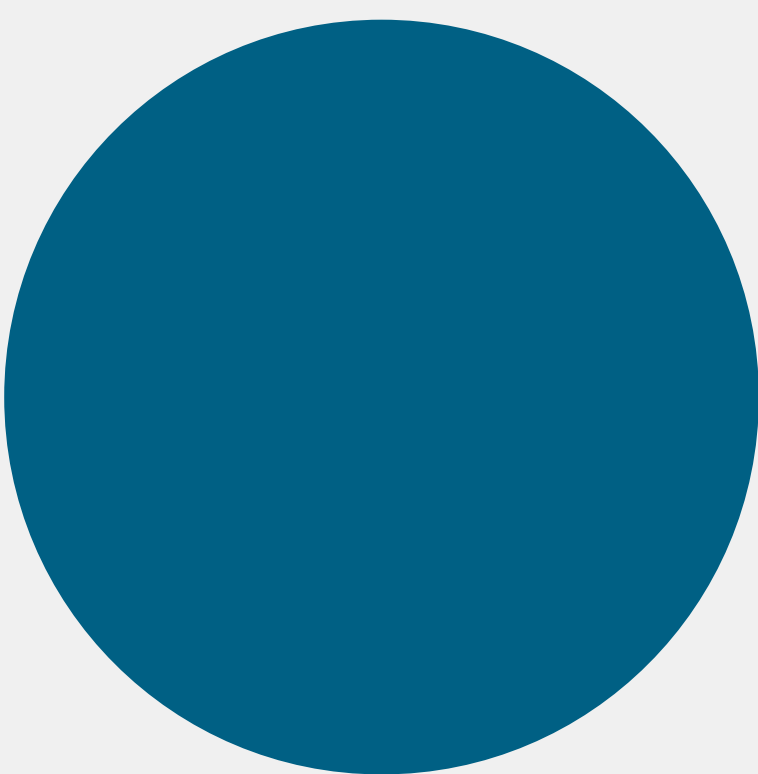


Amino Off-White
C0 M0 Y0 K5
R243 G243 B243
#F3F3F3

Secondary Colors



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



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



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



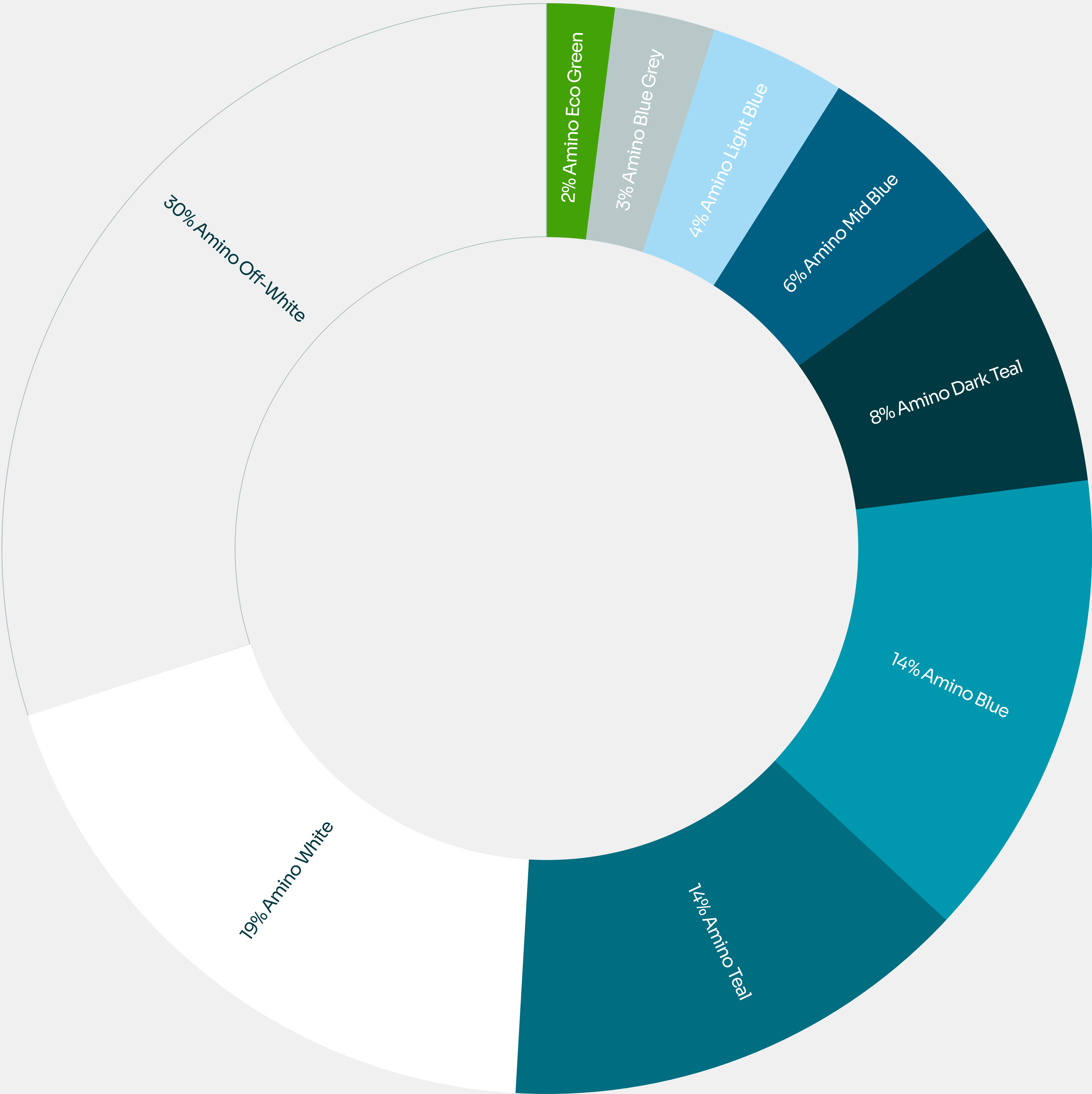
Amino Blue Grey
C27 M15 Y20 K0
R184 G201 B201
#B8C9C9



Amino Eco Green
C58 M0 Y94 K36
R68 G163 B9
#44A309

Color Weighting

The approximate color usage weighting ensures a harmonious and visually appealing balance across applications. While creative judgement 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 its appearance and with its 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 Bold for large titles and Sora Semi-Bold or Regular for subtitles.

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 Bold

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, so Corbel regular can be used for body text.

The font should be used for Microsoft 365 applications, presentations and internal communications.

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.

Clare Bramley
Head of Group Marketing & Communications

✉ clare.bramley@amino.tv
☎ +44 (0) 7801 759652





www.amino.tv