

# **BRAND** GUIDELINES

**anglia**  
[www.anglia-live.com](http://www.anglia-live.com)

# OUR BRAND

Our brand image is more than just a name or a logo; it is the physical manifestation of how we represent ourselves and our core values to the market place. It should be treated with care and respect.

All our communications must be consistent in establishing and reinforcing our brand image, our standards, our values and our aims

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## Permitted Usage

Any company or individual that wants to use the Anglia logo must be a channel partner with whom we have a distribution agreement, and must use it within the established guidelines. Permission may be granted to others on application, dependant on the intended usage.

The Anglia logo should never be locked to another company name or logo. If Anglia is the primary sponsor on any communication surface, it must be the most prominent logo.

Always use the reproducible artwork provided with these guidelines or contact Anglia Group communications department for further information (see advisors listed below). Never attempt to recreate the Anglia logo artwork.

When referring to the Anglia brand in text it should always appear in upper and lower case as "Anglia Group", "Anglia Components". It is not necessary to include a ® when referring to Anglia in text or when reproducing the Anglia logo.

However, an acknowledgement of the trade mark registration can be included on each communication surface where the logo or brand name appears.

The correct form of words is:  
**Anglia Components® is a registered trademark of Anglia Corporation Holdings plc.**

## Advisors

Dale Nicholson – Content Creator:  
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# OUR LOGO

The Anglia logo is the sole identifier for the Anglia group of companies. It provides a unique rendering of the Anglia brand name. Do not re-draw or modify the Anglia logo in any way.

# anglia

## Variants

anglia  
est.1972

anglia [www.anglia.com](http://www.anglia.com)  
[info@anglia.com](mailto:info@anglia.com)

anglia  
[www.anglia-live.com](http://www.anglia-live.com)

## What NOT to do with the Anglia logo

**It is important to apply the Anglia brand image correctly to ensure that the visual impact and overall integrity are not compromised or diluted.**

Detailed below are a number of incorrect uses, although this is not intended to be a complete list. If in doubt, consult one of the advisors below.

1. Do not change the size relationship or position of any element of the Anglia logo.
2. Do not place the Anglia logo in a ruled box, in any colour application.
3. Do not change the typeface of the Anglia logo.
4. Do not reproduce the Anglia logo in a single colour other than black or white.
5. Do not use the Anglia logo at an angle except in certain approved circumstances.
6. Do not use the Anglia logo in repetition as a pattern except in certain approved circumstances.
7. Do not add any words or graphics to the Anglia logo.
8. Do not overprint the Anglia logo onto photographs unless there is sufficient contrast to the logo.
9. Do not violate the minimum clear area with photography, text or graphics.
10. Do not distort the Anglia logo in any way.
11. Do not place high contrast photography, illustrations, text or graphics across any part of the Anglia logo.
12. Do not use the Anglia logo within text.



# OUR LOGO

## Minimum Clear Area

In order to maintain legibility of the Anglia logo, a clear area has been established around it. Only background colours that provide a high degree of visual contrast with the logo may extend through this area. To establish the clear area, use the height of the lower-case "l" in the Anglia logo as a unit of measurement to determine the amount of space required between the Anglia logo and all other text and graphics.

The clear space to be maintained around all sides of the Anglia logo must always be at least 1 x **l**.

The one allowable exception to this is on our own stationery where the accompanying graphic elements have been positioned for optimum visual effect.



## Applying Colour

Against white or very light coloured backgrounds and paper stocks, the Anglia logo may appear in full-colour or in black.

The full-colour logo can only be used on backgrounds lighter than, or equal to, 10% black.

The only single colour to reproduce the Anglia logo on light backgrounds is Black.

anglia

In single colour applications when the one colour available is not black, the Anglia logo should appear in white against a contrasting background. In these instances, **DO NOT** insert the Anglia logo into a ruled box.

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anglia

# OUR OTHER LOGOS

These include 'Sub-Brands' and specific Anglia products.  
They should be treated like the main logo, with the same rules and exclusion zone.

anglia

angliaLive

angliachina

anglia{API}

anglia  sigma  
VENDOR RATING DASHBOARD

anglia  inception  
CUSTOM & BESPOKE COMPONENT DESIGN

anglia  Ezy sample

anglia UNICORN  
Supporting technology innovators

anglia  DESIGN PARTNER

anglia  80/20  
INTELLIGENT VMI SOFTWARE

anglia  READY REEL

anglia BOM+  
EFFICIENT BOM MANAGEMENT

# OUR ICONOGRAPHY

Our iconography conveys complicated subject matter, in an easy-to-understand and concise way.

Icons should be used when they will help the reader to understand the content and to add graphical interest to collateral. There are various styles of icon, as shown here.

## Bullet-Style Icons



Pay as you use



Inventory tracking



Reduce cost



Reduce lead-time

## Product Category Icons



Power



IoT



RF &  
Microwave



Lighting



MCU/DSP &  
FPGA/VHDL



Sensors

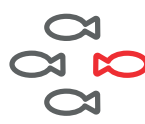


Human Machine  
Interface



Software  
Code

## Descriptive-Style Icons

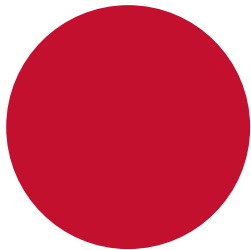


# OUR COLOURS

Colour is an important element in the visual identity of the Anglia brand. Anglia red is the only authorised colour for the Anglia logo when used for ADV operations.

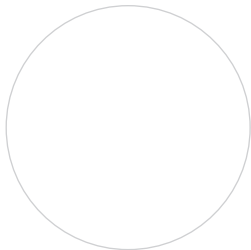
The logo has been designed for accurate reproduction in four-colour process.

## Primary Colours



### Anglia Red

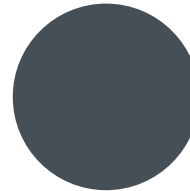
Pantone: PMS 187  
CMYK: C0 / M91 / Y72 / K23  
RGB: R190 / G43 / B49  
HEX: #be2b31



### White

Pantone: N/A  
CMYK: C0 / M0 / Y0 / K0  
RGB: R255 / G255 / B255  
HEX: #ffffff

## Secondary Colours



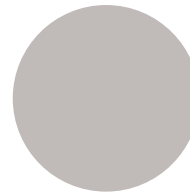
### Anglia Dark Grey

Pantone: PMS Cool Grey 10  
CMYK: C66 / M52 / Y46 / K39  
RGB: R79 / G84 / B90  
HEX: #4f545a



### Anglia Light Grey

Pantone: PMS 7541  
CMYK: C11 / M8 / Y9 / K0  
RGB: R232 / G231 / B231  
HEX: #e8e7e7



### Anglia Warm Grey

Pantone: PMS Warm Grey 2  
CMYK: C23 / M21 / Y21 / K2  
RGB: R203 / G195 / B194  
HEX: #cbc3c2

## Colour Application

Proper use of colour will provide maximum legibility for the Anglia logo and ensure a consistent visual identity through all applications. If in doubt regarding colour usage, consult the advisors listed on page 2.

# OUR TYPOGRAPHY

Clean, consistent typography is an important part of the Anglia visual identity.

The Anglia logo has been designed for use with variants of the Futura and Swiss 721 typeface families.

Text is usually set to 80% black, when on white. This is to emulate the Anglia Dark Grey, which is made from CMYK (see page 7), which could cause problems with text due to registration and overprinting issues.

However, text colour will largely depend on the type of background, project and aesthetics.

## Futura

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

## Swiss 721

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@£\$%^&\*(){}:"'<>?

## Typeface usage

This is a general example of typeface usage, but it will depend on the type of collateral being created:

PAGE  
HEADING

### Sub Heading

First Paragraph First Paragraph  
First Paragraph First Paragraph  
First Paragraph First Paragraph  
First Paragraph First Paragraph  
First Paragraph

Body Text Body Text Body Text Body Text  
Body Text Body Text Body Text Body Text  
Body Text Body Text Body Text Body Text  
Body Text Body Text Body Text Body Text  
Body Text Body Text Body Text Body Text  
Body Text Body Text Body Text Body Text  
Body Text Body Text Body Text

Caption Caption Caption Caption Caption  
Caption Caption Caption Caption Caption  
Caption Caption Caption Caption Caption  
Caption Caption Caption



# OUR IMAGERY

**Our imagery conveys professionalism, technology and human interaction with projects that utilise our products.**

Our imagery is a combination of our own photographed imagery, supplier supplied imagery and good quality stock photography. Below are just a few examples of imagery we have used, in the past, but image choice will be dictated by the type of collateral, and the subject matter, being created.



# THE DISTRIBUTOR OF CHOICE

est.1972

## anglia

### Website

[www.anglia.com](http://www.anglia.com)

### Email

[info@anglia.com](mailto:info@anglia.com)



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Wisbech  
Cambridgeshire  
PE13 2PS UK

**Tel:** +44 (0)1945 47 47 47

**Fax:** +44 (0)1945 47 48 49

## angliaLive

### Online Ordering

[www.anglia-live.com](http://www.anglia-live.com)

### Email

[info@anglia-live.com](mailto:info@anglia-live.com)



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AS 9120 (EN 9120:2018) / ISO 9001:2015 ISO 14001:2015

Anglia endeavours to minimise the impact of our business on the environment, we take all practical measures to ensure materials used are recyclable and from sustainable sources in-line with our commitment to the ISO 14001 standard.