abilitymap™

January 2022

Brand Book



Logo Variations



Primary Logo
This is the primary logo to use, and includes a subtle Colour Gradient on the two halves of the logomark. This is your main go-to version of the logo, except for limited exceptions below.



Primary Logo - Reverse
For uses on dark backgrounds the reversed version of the logo may be used.



Flat Colour Logo
For uses on signage, embroidery, the flat colour logo may be used.



Flat Colour Logo - Reverse
For uses on signage, embroidery with a dark background, the reverse flat colour logo may be used.

Logo Variations

Logo Clear Space



Other graphical and visual elements can be safely positioned up to the adjoining Blue area. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement ‘y/2’ (equal to half the height of the logo mark. The width is equal to the height.)

Logo Variations

Logo Clear Space

Logo Font

Sansation (Light)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyxz
1234567890!@#$%&*()

Sansation Light is used for ‘ability’. It is only used in the logo, it shouldn’t be used for titles, display text or body copy i.e. for paragraphs of brochure or website text.

Sansation (Bold)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyxz
1234567890!@#$%&*()

Sansation Bold is the font used for ‘map’. Once again, this font should only be used for the logo and should not be used for display text or body copy.

Logo Variations

Logo Clear Space

Logo Font

Supporting Typography

Montserrat (Bold)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwyxz 1234567890!@#$%&*()

Used for display text, headings and the like.

Muli (Reg)

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwyxz
1234567890!@#$%&*()

Used for body copy

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Logo Variations

Logo Clear Space

Logo Font

Supporting Typography

Logo Colours







Yellow
3945C
#f5e600

Green
360C
#6cc04a

Turquoise
3258C
#49c3b1

Blue
312C
#00a7ce





abilitymap™

Lime
389C
#cdde00

Blue
312C
#00a7ce

Charcoal
Cool Grey 11C
#404041

White
#ffffff