ACF | BRANDBOOK

BRAND IDENTITY

ACF LOGO

LOGO

This logo is to be used for all ACF brand materials as well as any company communications.

Examples: include letterhead, business cards, advertisements, stamps, documents, digital signage, commercials, videos, websites and more.

The guidelines for how to use the logo have been established for consistency and are detailed on the following pages.

Departments, units, and other partners within the company should not create a new logo or modify an existing one.

If you have any questions about the company's logo, contact the Graphic Design department to answer your questions or request information about the brand manual.

VISUAL IDENTITY ELEMENTS

LOGO

This is the main logo of the ACF Technologies brand.

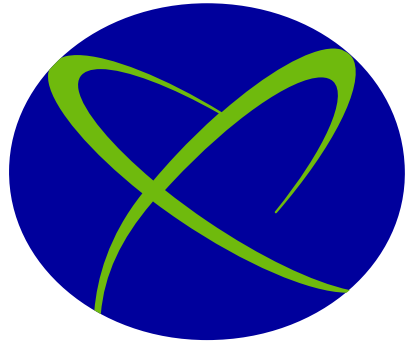
The visual identity is made up of 3 graphic elements:

1. Simulating a two-dimensional sphere, it refers to the world. It has two orbits that cross in the center, forming an "X" which represents "Experience".

2. ACF" stands for Advanced Customer Flow.

3. A line that divides the letters "ACF" and the word "Technologies" completes the company name.

1



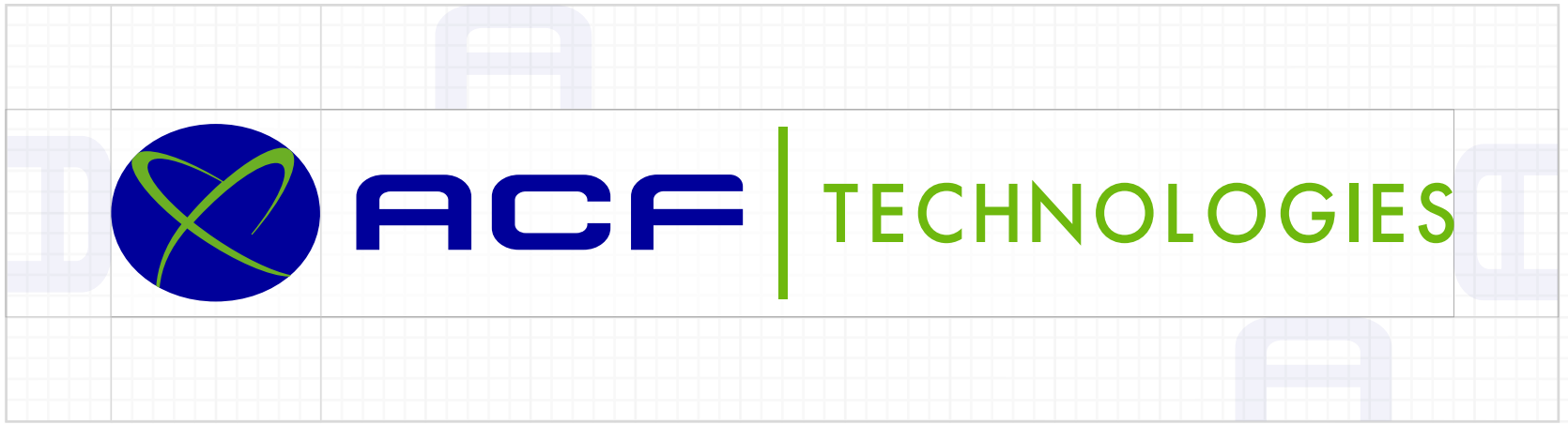
2

ACF

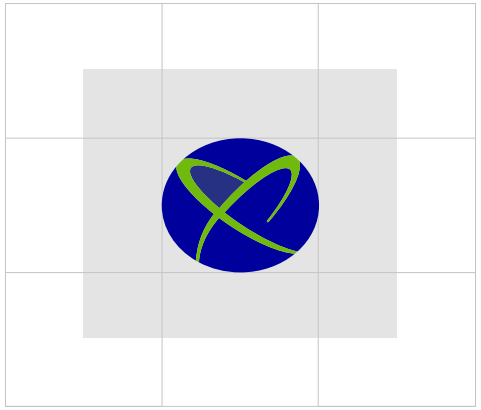
3

TECHNOLOGIES

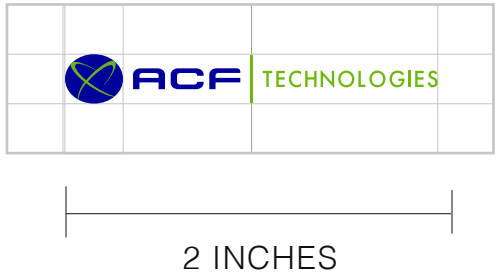
SIZE OF THE LOGO



MINIMUM EXCLUSION ZONE AROUND THE LOGO



MINIMUM SIZE



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LOGO VERSIONS

VISUAL IDENTITY ELEMENTS

LOGO

HORIZONTAL VERSION

CENTERED VERSION

VERTICAL VERSION

LOGO VERSIONS

HORIZONTAL VERSION

BLUE VERSION

ACF | TECHNOLOGIES

USE IN GRAY SCALE

ACF | TECHNOLOGIES

BLACK VERSION

ACF | TECHNOLOGIES

WHITE VERSION

ACF | TECHNOLOGIES

WHITE AND GREEN VERSION

ACF | TECHNOLOGIES

MINIMUM EXCLUSION ZONE AROUND THE LOGO

ACF | TECHNOLOGIES

2 INCHES

LOGO VERSIONS

CENTERED VERSION

BLUE VERSION

USE IN GRAY SCALE

BLACK VERSION

WHITE VERSION

WHITE AND GREEN VERSION

MINIMUM EXCLUSION ZONE AROUND THE LOGO

LOGO VERSIONS

VERTICAL VERSION

BLUE VERSION

USE IN GRAY SCALE

BLACK VERSION

WHITE VERSION

WHITE AND GREEN VERSION

MINIMUM EXCLUSION ZONE AROUND THE LOGO

ACF | BRANDBOOK

TYPOGRAPHY

TYPOGRAPHY

PRIMARY TYPOGRAPHY

AVENIR FAMILY

Avenir Book
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
(Avenir-Book.ttf)

Avenir Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
(Avenir Light Regular.ttf)

Avenir Heavy
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
(Avenir 85 Heavy.ttf)

Avenir Oblique
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
(Avenir LT Std 55 Oblique.ttf)

SECONDARY TYPOGRAPHY

FUTURA FAMILY

Futura Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
(Futura Light BT.ttf)

Futura Medium
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
(Futura Medium.ttf)

Futura Italic
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
(Futura Medium Italic.ttf)

Futura Heavy
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
(Futura Hv BT Heavy.ttf)

ACF TECHNOLOGIES

FUTURA PT MEDIUM

TYPOGRAPHY

THIRD TYPOGRAPHY

GOTHAM FAMILY

FOR ACF'S WHITE PAPERS

Gotham light
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Gotham book
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Gotham book
ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

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COLOR PALETTE

PRIMARY PALLET

PANTONE
White

RGB: 255 255 255
HEX/HTML: FFFFFF
CMYK: 0% 0% 0% 0%

PANTONE
419 C

RGB: 16 17 15
HEX/HTML: 10110F
CMYK: 76% 65% 66% 90%

PANTONE
072 C

RGB: 16 6 159
HEX/HTML: 10069F
CMYK: 100% 90% 0% 7%

PANTONE
368 C

RGB: 111 186 13
HEX/HTML: 6FBA0D
CMYK: 54% 0% 100% 0%

SECONDARY PALLET

PANTONE
144 C

RGB: 234 134 0
HEX/HTML: EA8600
CMYK: 0 49 100 0

PANTONE
267 C

RGB: 87 24 155
HEX/HTML: 57189B
CMYK: 81 99 0 0

PANTONE
382 C

RGB: 191 212 0
HEX/HTML: BFD400
CMYK: 22 0 100 0

PANTONE
3252 C

RGB: 42 210 201
HEX/HTML: 2AD2C9
CMYK: 59 0 26 0

PANTONE
Cool Gray 1 C

RGB: 213 214 213
HEX/HTML: D5D6D5
CMYK: 10 7 5 0

PANTONE
Cool Gray 4 C

RGB: 182 184 185
HEX/HTML: B6B8B9
CMYK: 24 17 15 0

PANTONE
Cool Gray 8 C

RGB: 131 134 137
HEX/HTML: 838689
CMYK: 44 34 29 10

SECONDARY PALLET

PANTONE
2727 C

RGB: 38 122 225
HEX/HTML: 267AE1
CMYK: 75 45 0 0

PANTONE
5415 C

RGB: 85 122 146
HEX/HTML: 557A92
CMYK: 65 34 16 11

PANTONE
7474 C

RGB: 0 118 126
HEX/HTML: 007681
CMYK: 100 9 0 49

PANTONE
7458 C

RGB: 107 174 199
HEX/HTML: 6BAEC7
CMYK: 55 9 7 0

PANTONE
290 C

RGB: 180 214 235
HEX/HTML: B4D6EB
CMYK: 25 1 0 0

PANTONE
3551 C

RGB: 0 165 196
HEX/HTML: 00A5C4
CMYK: 100 0 22 0

PANTONE
2196 C

RGB: 0 101 174
HEX/HTML: 0065AE
CMYK: 100 43 0 6

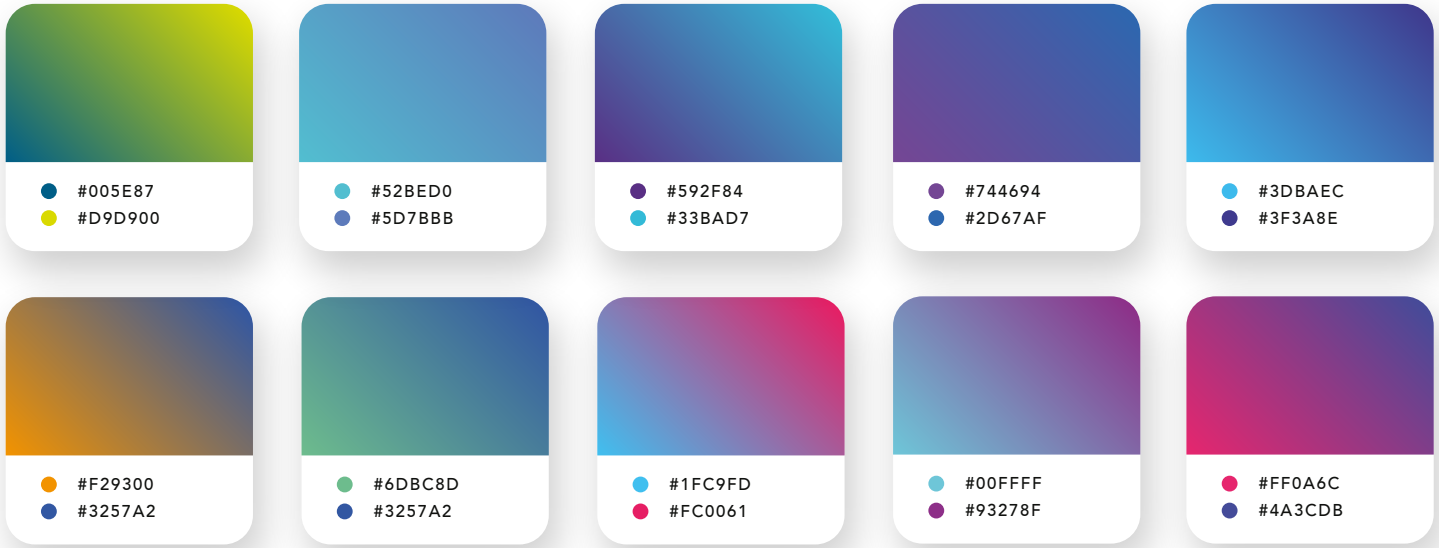
WEBSITE PALLET

#6FBA0D	#072AA4	#001E85	#181757	#474747	#1E1B69	#F9F9F9

GRADIENT

PRIMARY

SECONDARY



ACF | BRANDBOOK

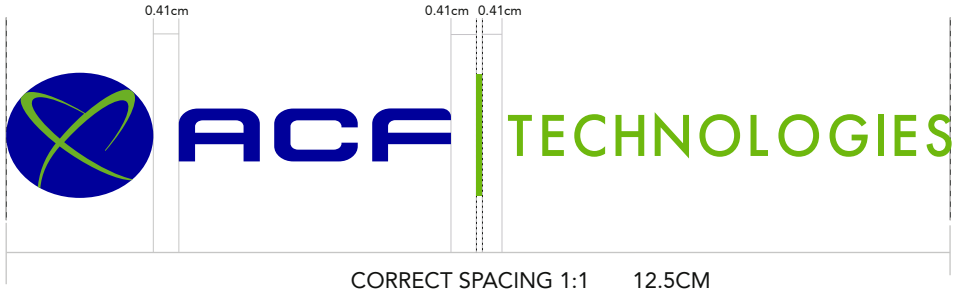
CORRECT USES OF THE COMPANY LOGO

CORRECT USES

SHAPE AND DISTANCE

The logo must be presented as shown, as any incorrect use will reflect negatively on the company. Always use the vector version to avoid any loss of legibility or distortion.

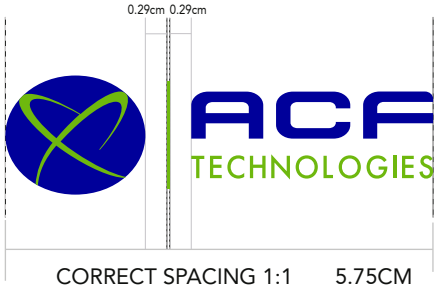
The size of the logo should be proportionate to avoid legibility and brand identity problems, as stated above.

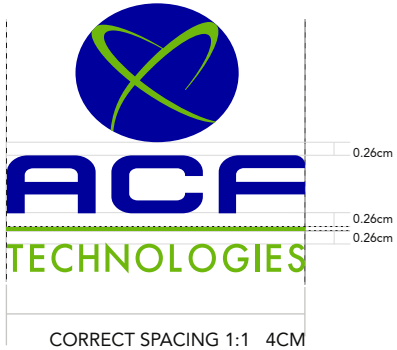


CORRECT USES

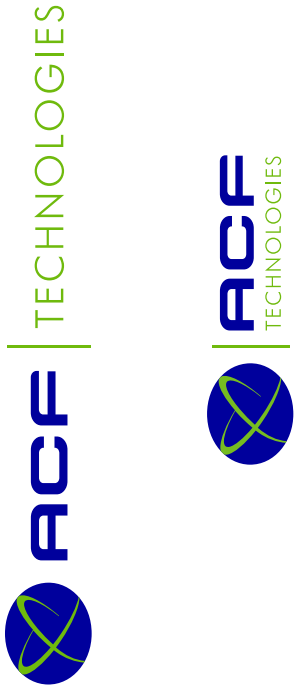
SHAPE AND DISTANCE

CENTERED AND VERTICAL



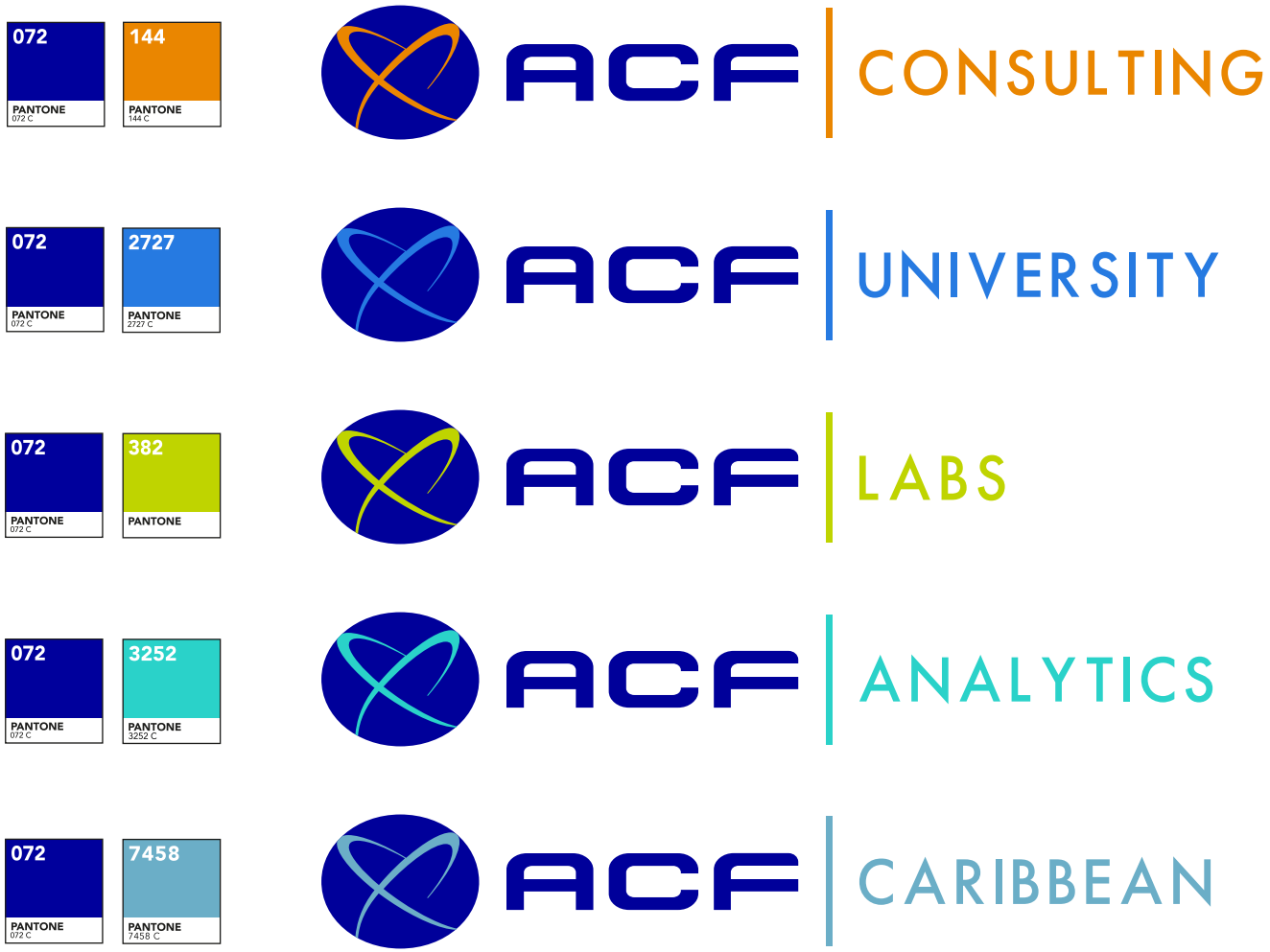


HORIZONTAL & VERTICAL



CORRECT USES

LOGOS SYSTEM



CORRECT USES

LOGOS SYSTEM

LOGO - HORIZONTAL	LOGO - CENTERED	LOGO - VERTICAL
USE IN ONE COLOR		
USE IN GRAY SCALE		
NEGATIVE VERSION		

CORRECT USES

LOGOS SYSTEM

LOGO - HORIZONTAL

LOGO - CENTERED

LOGO - VERTICAL

USE IN ONE COLOR

USE IN GRAY SCALE

NEGATIVE VERSION

ACF LABS

LOGOS SYSTEM

LOGO - HORIZONTAL

LOGO - CENTERED

LOGO - VERTICAL

USE IN ONE COLOR

USE IN GRAY SCALE

NEGATIVE VERSION

ACF ANALYTICS

LOGOS SYSTEM

LOGO - HORIZONTAL

LOGO - CENTERED

LOGO - VERTICAL

USE IN ONE COLOR

USE IN GRAY SCALE

NEGATIVE VERSION

ACF CARIBBEAN

LOGOS SYSTEM

LOGO - HORIZONTAL

LOGO - CENTERED

LOGO - VERTICAL

USE IN ONE COLOR

USE IN GRAY SCALE

NEGATIVE VERSION

ACF | BRANDBOOK

ICONOGRAPHY

ACF SERVICES

ONLY USE THESE COLORS FOR ACF SERVICES

072
PANTONE
072 C

2727
PANTONE
2727 C

PANTONE
WHITE

- Customer Flow Management
- Appointment Booking
- Event Booking
- Face Recognition
- Virtual Check-In
- BPM
- Notification
- Assistant Anywhere
- Marketing One to One
- Wayfinding
- Analytikus
- Digital Signage
- Planner
- Recording
- Feedback
- Reporting and Insights

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ILLUSTRATIONS

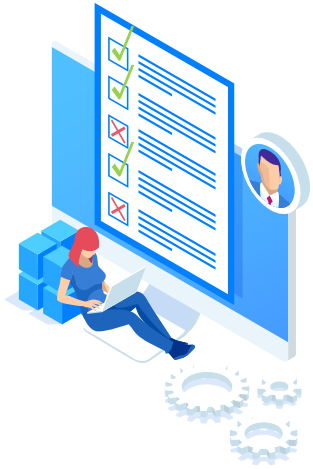
ACF ILLUSTRATIONS OF SERVICES

ASSISTANT
ANYWHERE

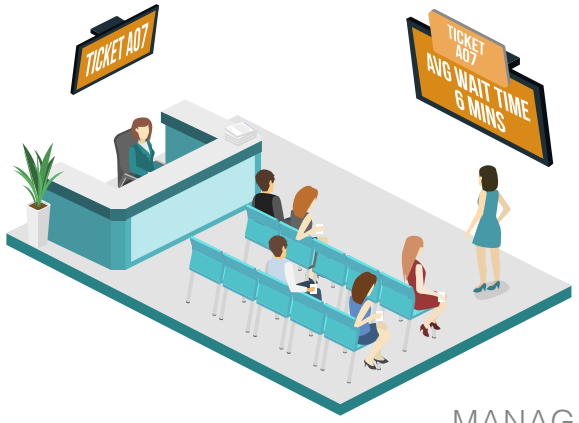
APPOINTMENT
BOOKING

FACE
RECOGNITION

BPM



CUSTOMER
FEEDBACK



LOBBY
MANAGEMENT

ACF ILLUSTRATIONS OF SERVICES

EVENT BOOKING

CUSTOMER FLOW MANAGEMENT

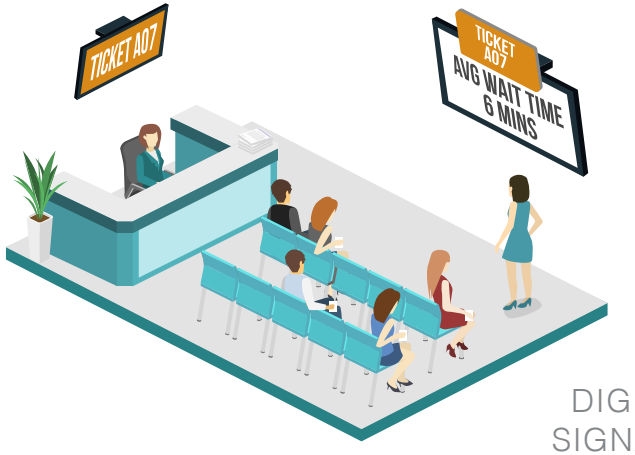
CUSTOMER INTERACTION MANAGEMENT

ONLINE FORMS

ROUTING BOT

CHANNEL SHIFTING

ACF ILLUSTRATIONS OF SERVICES



DIGITAL SIGNAGE

GEOLOCATION

INTEGRATION

MK ONE TO ONE

PATIENT FLOW MANAGEMENT

WELCOME KIOSK

ACF ILLUSTRATIONS OF SERVICES

REPORTING
AND INSIGHT

RETENTION

ROAMING
AGENT

SPEECH
ANALYTICS

TICKETS
PRINTED AND DIGITAL

VIRTUAL
CHECK-IN

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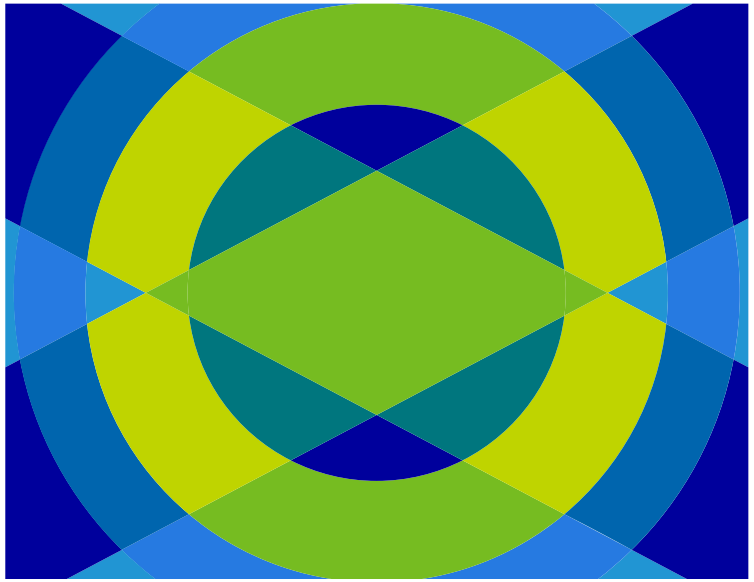
PATTERNS

PATTERNS

PRIMARY



PATTERN OVERLAYS

SECONDARY

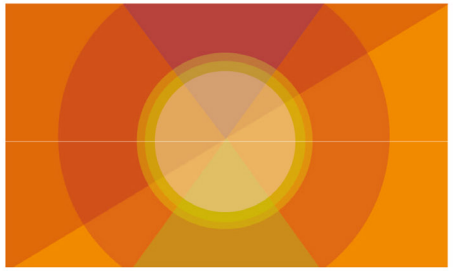
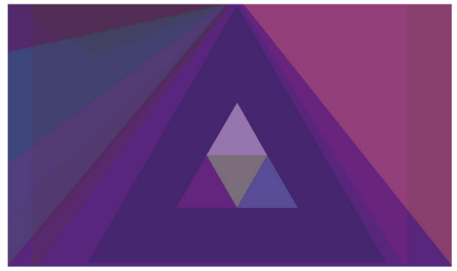



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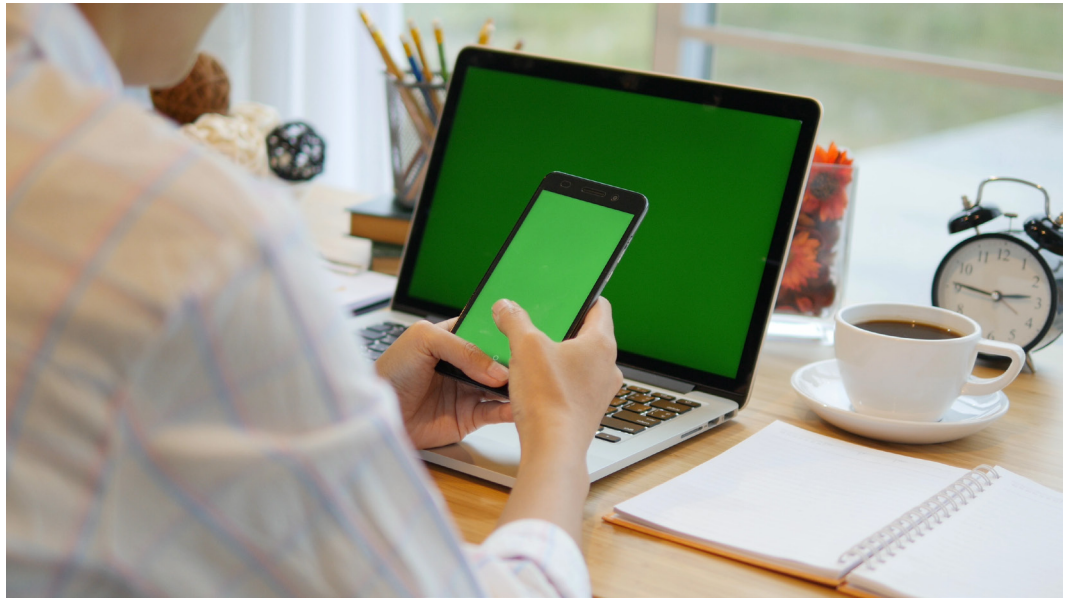
IMAGE STYLE

IMAGE STYLE

When choosing or creating an image, certain criteria must be considered to achieve the effect and impression you are looking for.

Composition:
Image composition is the intentional arrangement of individual subjects or things within a scene to form the final image.



Lighting:
Whenever possible, photographs should have natural light or techniques that simulate natural light. It is also acceptable to use techniques in editing programs to enhance the objective of the image.

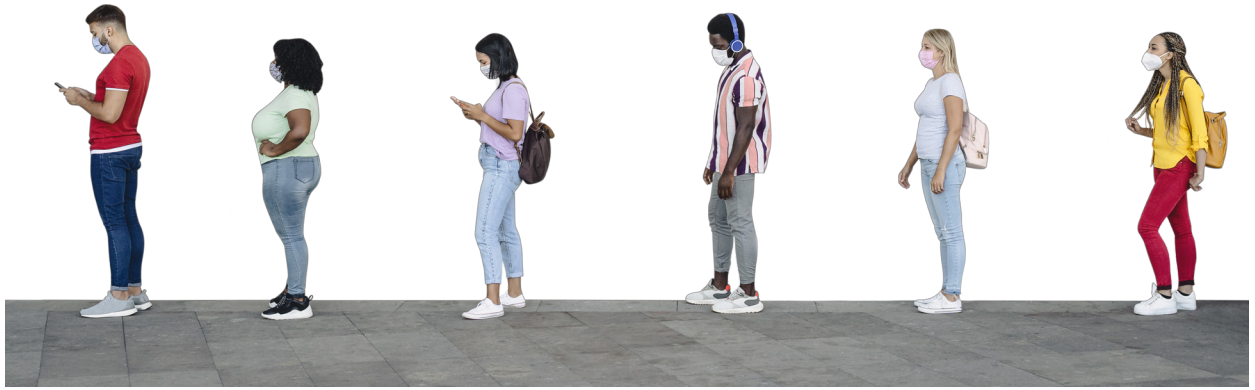
IMAGE STYLE

Depth of field:
Photographs with and without depth of field are acceptable. The sharp focus reinforces a deep interest in everything and an emphasis on context and detail. Focusing on a person or thing reinforces the objective of the image.

Effects and filters:
Photos can include filters and effects as long as the image is clear, such as added glare, or elements added through Photoshop, such as color or image overlays.

IMAGE STYLE

Cutout:
Subjects in photographs can be cropped as needed.



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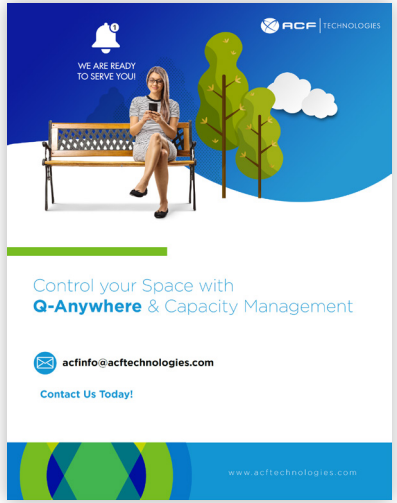
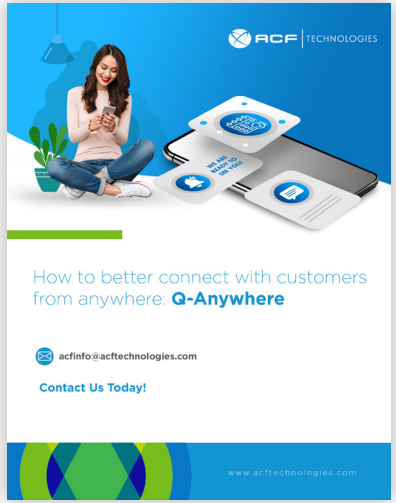
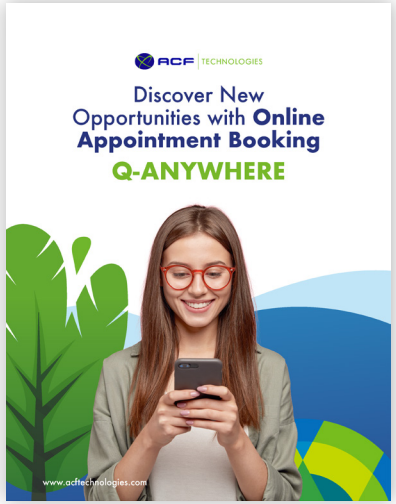
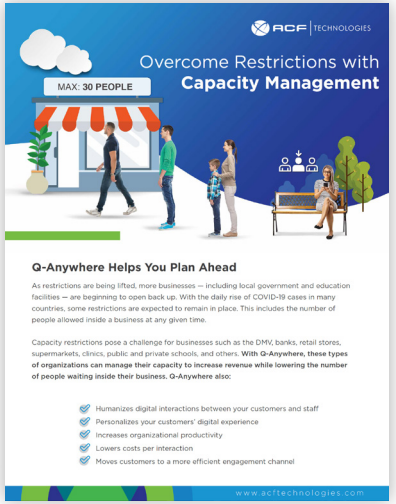
DESIGN STYLE - WHITE PAPERS

WHITE PAPERS - COVERS

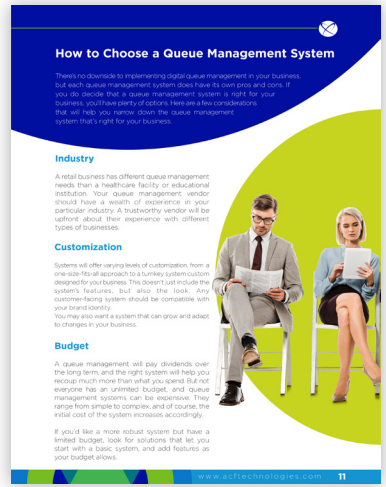


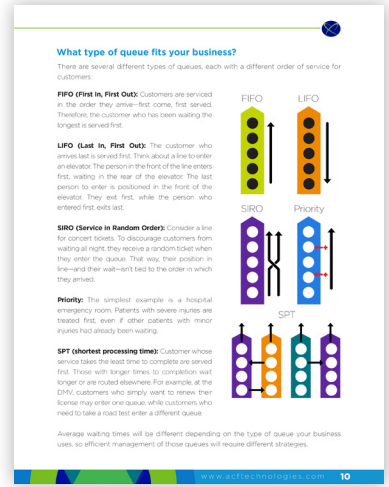


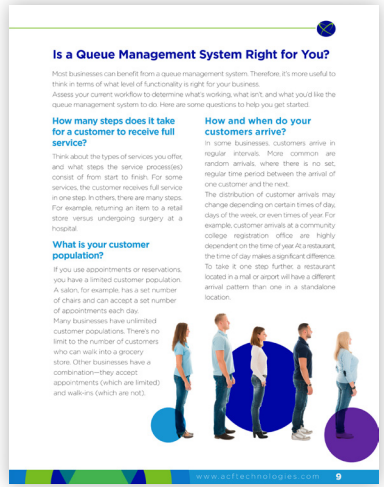


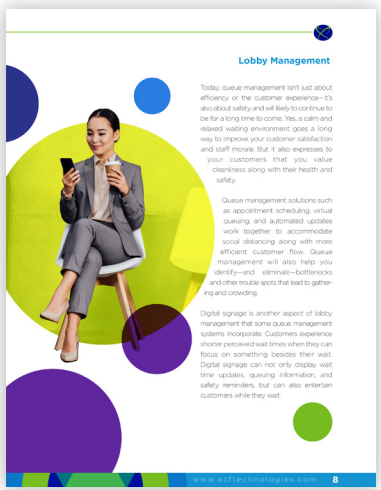


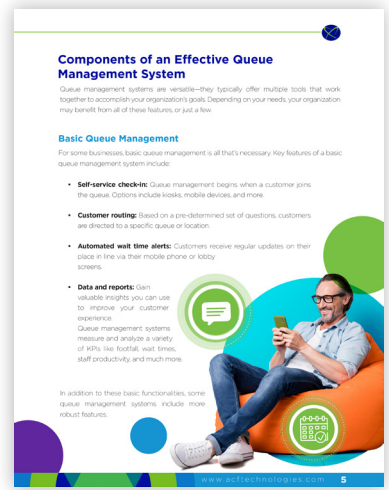
WHITE PAPERS - EXAMPLES

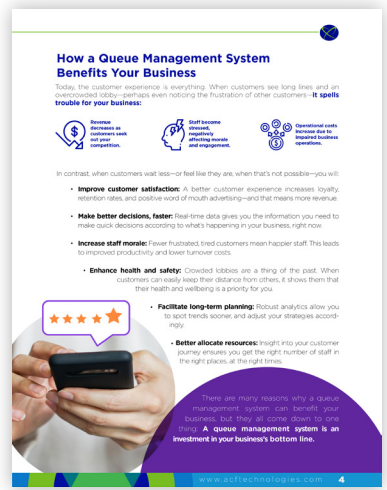












ACF | BRANDBOOK

WORD TEMPLATES

WORD TEMPLATES

We have 3 types of template:

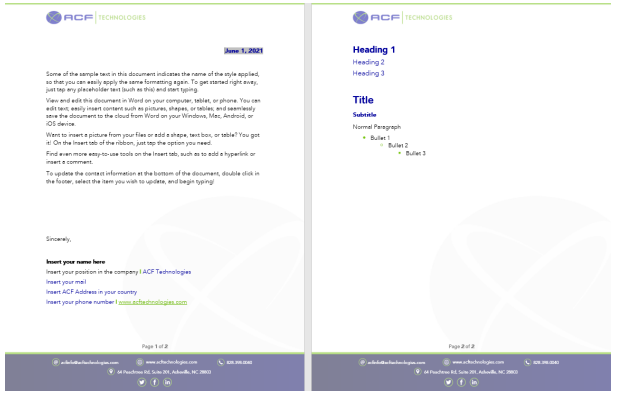
- Letterhead
- Memo
- Technical document

Word templates already have a short introduction for use. The font used is the Avenir Family.

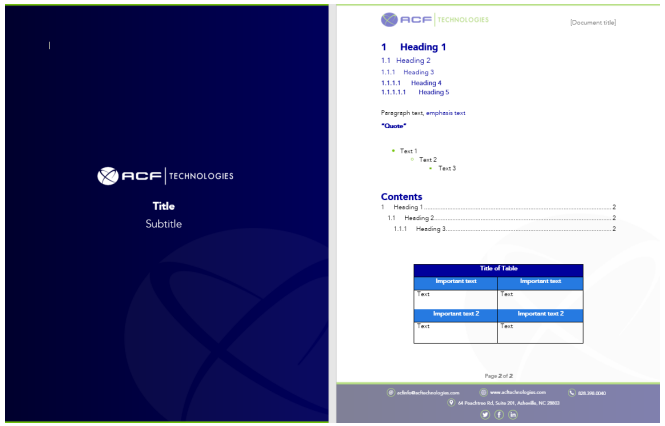
Users are not allowed to change color, use other colors that are not those of the ACF palette, font, font size, other table style, or modify the sizes of the logo in them. In the footer you will find contact information, which can be changed depending on which region you are located.

Memo

Letterhead



Technical document



WORD TEMPLATES

For text style:

Select the text paragraph and in the "Styles" window you will find the text styles to use.

If the document requires a pivot table, the text is selected and the “Acf Heading” style is used, depending on the list level (”1 Acf Heading” is for the title or topic; “1.1 Acf Heading” is for subtopic; “1.1 .1 Acf Heading ”is for main idea of paragraph, etc)

For table style:

Title of Table	
Important text	**Important text**
Text	Text
Important text 2	**Important text 2**
Text	Text

You can copy and paste the table style at your convenience.

If you don't need the "Important Text" row, you can delete it.

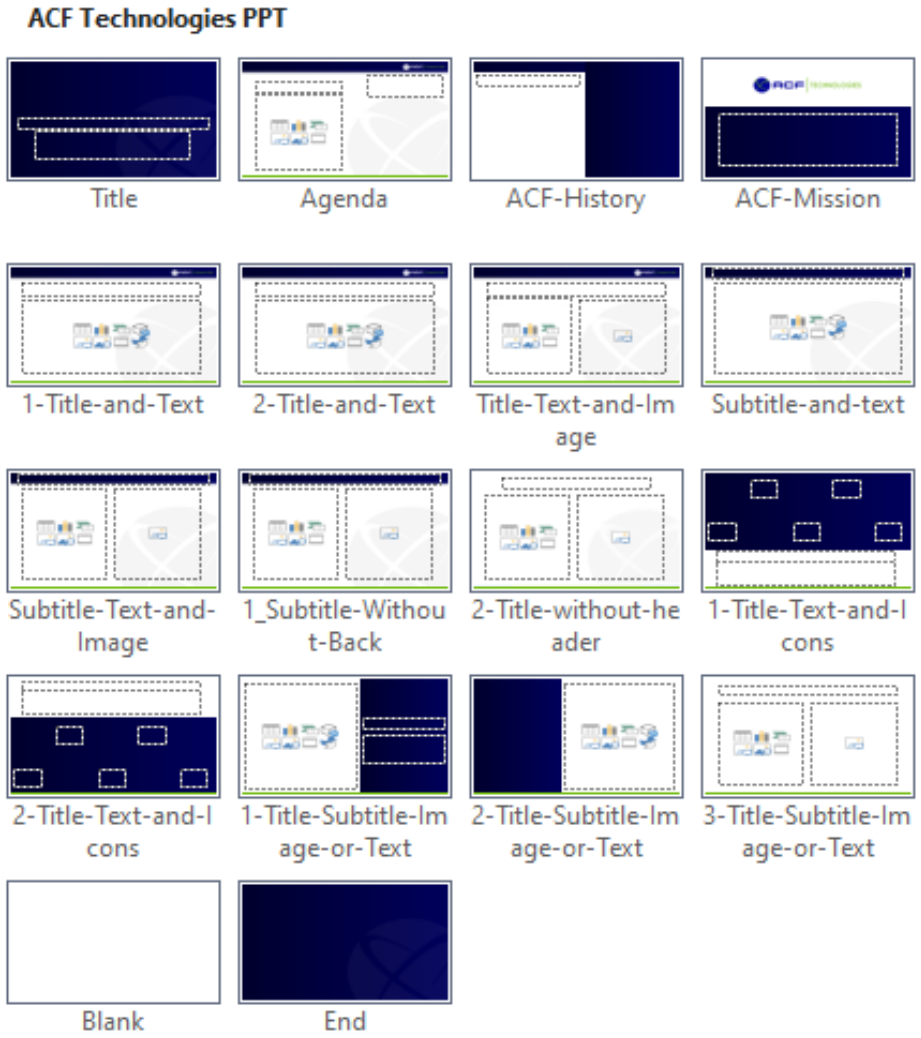
Users are not allowed to change color, text size, or font.

POWER POINT TEMPLATE

The PowerPoint template contains different slides with adequate space for the use you deem appropriate.
Users are not allowed to change color, use other colors other than those of the ACF palette, font, font size, add shadows to the text or modify the sizes of the logo in them.

Text boxes can be added when necessary, without changing the font style, not adding shadows, strikethrough or italics.

If you want to add icons or images of ACF services, they can be found in the OneDrive folders.



ACF | BRANDBOOK

BRAND IDENTITY