BRAND IDENTITY GUIDELINES 2022

CRANK | AMETEK

CRANK®

AMETEK®

Business vs. Legal Operating Name

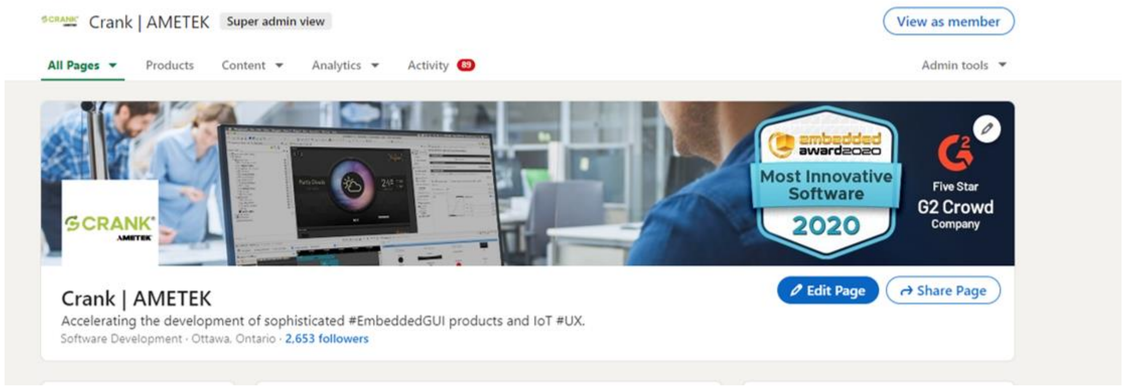
General public business information showing the company name on web pages, literature, trade show collateral, and PowerPoint presentations must follow Crank marketing communication guidelines.

Business name:
Crank AMETEK (alt. Crank | AMETEK)

Legal operating name:
Crank Software ULC (previously Crank Software Inc)

To be used on legally binding documents only including

1. Contracts
2. EULA
3. Work orders
4. NDAs
5. Invoices



Web version of the business name shown on LinkedIn.

Brand primary colors

The Crank logo uses two shades of green, Crank Light and Crank Mid which are the primary colors of the Crank logo.

The AMETEK logo uses the Red Diamond and Black for their logo.

The Crank icon uses both Crank Light and Mid colors. For a consistent presentation of the logo ensure that printed use of the logo uses only the Pantone or CMYK color values and that web and device applications of the logo use only the RGB or Hex values of the logo.

The application of these colors for the logo are primarily intended for light/white backgrounds.

COLOUR CODES

Crank Light
HEX: #a7c445
RGB: 167, 196, 69
CMYK: 40, 5, 100, 0
Pantone 381 U

Ametek Red Diamond
HEX: #ed1c24
RGB: 237, 28, 36
CMYK: 0, 100, 100, 0

Crank Mid
HEX: #6d8f3a
RGB: 109, 143, 58
CMYK: 55, 15, 100, 20
Pantone 377 U

Black
HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

Crank logo

When using the Crank logo, a clear space equivalent to the height of the top and bottom of the logo should be maintained as a buffer around the logo at all times in order to prevent crowding or obscuring the brand.

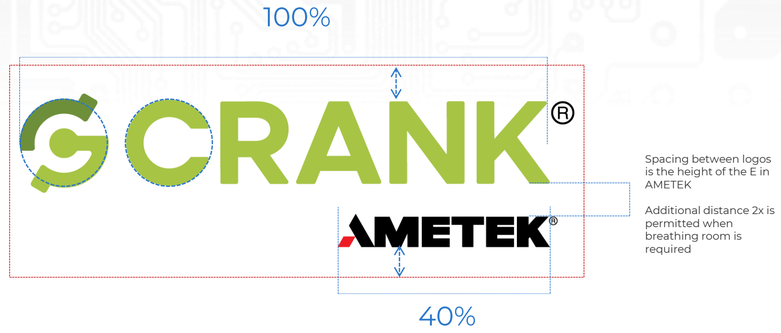
When reducing the logo's size it should be reduced to no lower than 1 inch or 100 pixels wide.

The logo with an alternative tagline should be used in scenarios where additional context as to who & what Crank does is required. For example, trade shows.

The Crank icon uses both Crank Light and Mid colors. The Crank icon requires a clear space equivalent across all sides of the logo.

The primary use of the Crank icon is for iconography related to the Storyboard application. However, the icon can also be used on Business Cards and within the footer of marketing whitepapers and brochure content (where applicable).

Primary (Horizontal)



Alternative with Tag

Crank Gear Icon

Logo color variations

When applying the Crank logo over a photographed background use the reversed logo over darker images and the black logo over lightly colored backgrounds. Busy backgrounds that do not support the logo well require either a tinted overlay or colored bar to support the logo.

The black one-color logo should not be used on any background darker than the equivalent of 40% black

The preferred presentation of the red diamond of the AMETEK logo should remain as red whenever possible.

Accent & neutral colors

The Crank accent color should be used to compliment designs and not detract from the brand’s primary colors.

Acceptable applications for the use of the accent color include interactive elements, subheaders, graphs, and small graphical treatments like icons or line rules.

Web accessibility

Weblinks must use the Crank Accent color which complies with WCAG2AA standards. The use of the color Crank Grey can be found in the footer of the AMETEK Crank website.

Use of the Crank Accent and applied to elements and URLs in the Best Practices Using Storyboard™ – Vol 2 guide.

Crank Accent
HEX: #2b78ca
RGB: 43, 120, 202
CMYK: 80, 50, 0, 0

Crank Grey
HEX: #363636
RGB: 54, 54, 54
CMYK: 69, 63, 62, 56

Typography

Titles — H1 headlines

The headline type style that should be used is Rubik Bold across print and web. Acceptable substitutions for the H1 style must use the bold or heavy weight of that document's body copy.

Body copy – print and web

Sans serif typefaces should be used for body copy. Montserrat and Roboto should be used. If the availability of these font files are an issue, suitable substitutions would be Helvetica and Arial.

Style and emphasis

For style and emphasis to be used on elements such as taglines, URLs, pull quotes, and so on, the Barlow font family can be used.

Headline and Titles

Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Emphasis Taglines and URLs

Barlow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Product sample applications

Sample applications with standard resolutions such as 1280x720, 800x480, and 480x272 should show the Crank horizontal logo in the top left corner of the application. The width of the logo must be 20% of the display width at a minimum.

The placement of the logo can be adjusted if the logo would interfere or be impeded with what is shown on screen.

For small screen displays, such as sample GUI smartwatch applications, the UI must include a dedicated view within the application that shows the Crank logo.

Min 20% of display width

Product Sample UI Demo

Product sample showing the Crank AMETEK logo embedded in the application in the middle.