

AKT IDENTITY

Brand Guidelines

akt

SEPTEMBER 2024



SUMMARY

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LOGOTYPES

akt

Our brand can be recognized by a set of distinctive signs that identify it, make it unique and affirm its personality. The logotype is built according to a very precise grid. It cannot be distorted in any way. Always use the logotype with the dark purple when it is used on a light background.

dikT

Our brand can be recognized by a set of distinctive signs that identify it, make it unique and affirm its personality. The logotype is built according to a very precise grid. It cannot be distorted in any way. Always use the logotype in white (negative version) on a dark background.

akt

akt

akt
FOR
WALLONIA

akt **FOR**
WALLONIA

akt **FOR**
WALLONIA

On a black background, the logotype
will be always in white (negative version)

PROTECTION ZONE



The protection zone is an imaginary area that surrounds the logotype. This zone must be respected to maximize readability.

PROTECTION ZONE



The protection zone is an imaginary area that surrounds the logotype. This zone must be respected to maximize readability.

PROHIBITION

The image shows the word "AKT" in a bold, lowercase, sans-serif font. The letters are a vibrant green color. A red "X" is placed over the top right of the letter "T", indicating that using a different color is prohibited.

USE A DIFFERENT COLOUR

The image shows the word "AKT" in a bold, lowercase, sans-serif font. The letters have a horizontal gradient from purple on the left to a lighter blue on the right. A red "X" is placed over the top right of the letter "T", indicating that isolating the frame by a color is prohibited.

ISOLATE THE FRAME BY A COLOUR

The image shows the word "AKT" in a bold, lowercase, sans-serif font. The letters are a solid purple color. A red "X" is placed over the top right of the letter "T", indicating that applying an outline is prohibited.

APPLY AN OUTLINE

The image shows the word "AKT" in a bold, lowercase, sans-serif font. The letters are a solid purple color. A soft, grey drop shadow is visible beneath the letters. A red "X" is placed over the top right of the letter "T", indicating that applying an effect is prohibited.

APPLY AN EFFECT

The image shows the word "AKT" in a bold, lowercase, sans-serif font. The letters are a solid purple color. The entire logo is slightly wavy and distorted. A red "X" is placed over the top right of the letter "T", indicating that distorting the logo is prohibited.

DISTORT THE LOGO

The image shows the word "AKT" in a bold, lowercase, sans-serif font. The letters are a solid purple color. The logo has been horizontally stretched, making the letters wider than in the original. A red "X" is placed over the top right of the letter "T", indicating that distorting the logo is prohibited.

DISTORT THE LOGO

Any change on the logotype
is not allowed.

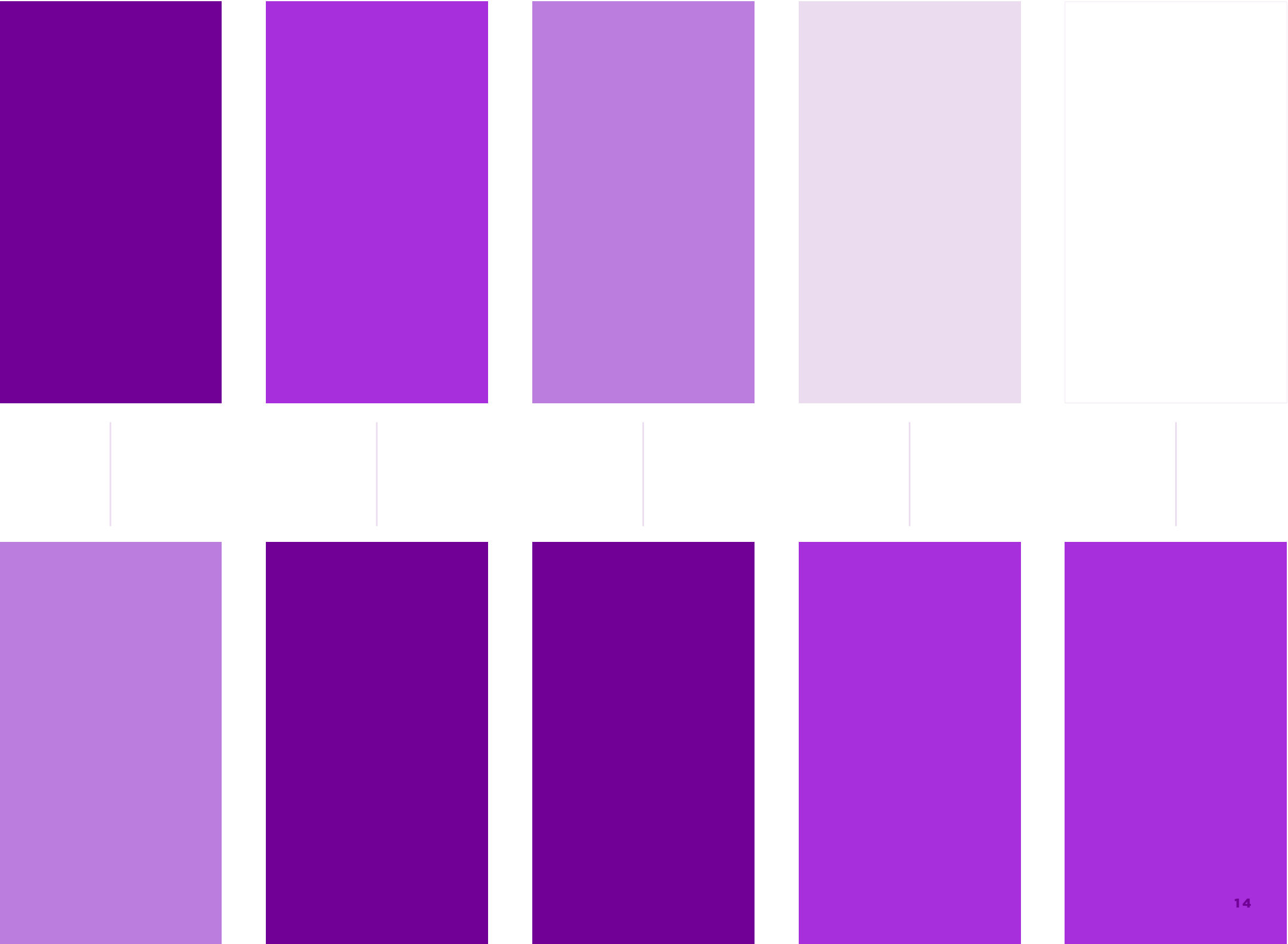
COLORS

COLORS

This color chart is the basis of our identity, and the color references must be complied with. The rendering of a color on the screen «RGB» «HEX», printed «CMYK», «PMS» is hardly constant but these references offer the best possible conversion.

<div>PURPLE 01</div> <div><div>RVB</div><div>113.0.151</div></div> <div><div>HEX</div><div>710097</div></div> <div><div>CMJN</div><div>71.100.0.0</div></div> <div><div>PMS</div><div>PANTONE 3515 C</div></div>	<div>PURPLE 02</div> <div><div>RVB</div><div>167.48.220</div></div> <div><div>HEX</div><div>A730DC</div></div> <div><div>CMJN</div><div>55.81.0.0</div></div> <div><div>PMS</div><div>PANTONE 2592 C</div></div>	<div>PURPLE 03</div> <div><div>RVB</div><div>187.126.222</div></div> <div><div>HEX</div><div>BB7EDE</div></div> <div><div>CMJN</div><div>41.61.0.0</div></div> <div><div>PMS</div><div>PANTONE 2573 C</div></div>	<div>PURPLE 04</div> <div><div>RVB</div><div>236.220.240</div></div> <div><div>HEX</div><div>ECDCF0</div></div> <div><div>CMJN</div><div>8.17.0.0</div></div> <div><div>PMS</div><div>PANTONE 2085 C</div></div>	<div>WHITE</div> <div><div>RVB</div><div>255.255.255</div></div> <div><div>HEX</div><div>FFFFFF</div></div> <div><div>CMJN</div><div>0.0.0.0</div></div>
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COLORS



When using dual colors, the following combinations have to be respected.

TYPOGRAPHIES

TYPOGRAPHY

LIGHT
LIGHT ITALIC

REGULAR
ITALIC

MEDIUM
MEDIUM ITALIC

BLACK
BLACK ITALIC

ULTRA
ULTRA ITALIC

G O T H A M

SYMBOLS & NUMBERS

A B C D E F G H I J K L M N O Q

R S T U V W X Y Z a b c d e f g h i j k l

n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

! ? @ # € \$ & () _ + = < >

BUY IT HERE

<https://www.typography.com/fonts/gotham/styles>

Typefaces are an integral part of the visual identity.
Their use is regulated and ensures graphic coherence
on the different media.

GOTHAM BLACK

Headline 1

GOTHAM BOLD

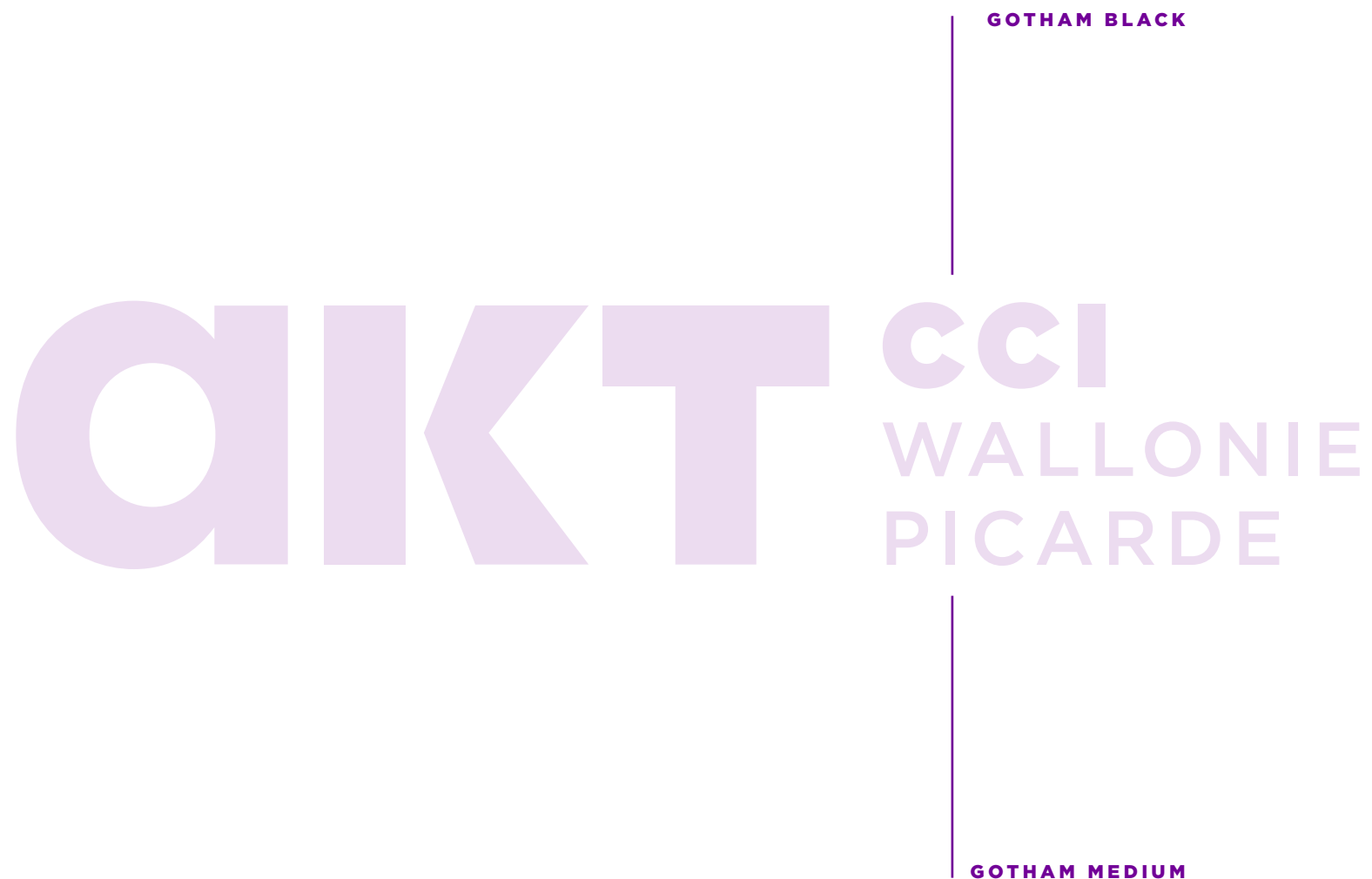
Headline 2

GOTHAM BLACK - SPACE BETWEEN CHARACTERS: 200

SUBTITLE

GOTHAM LIGHT, REGULAR OR MEDIUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor e magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip egestas commodo consequat. Duis aute irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolor e



The CCI's logotypes are respected rules that cannot be changed: typeface, proportions, color.

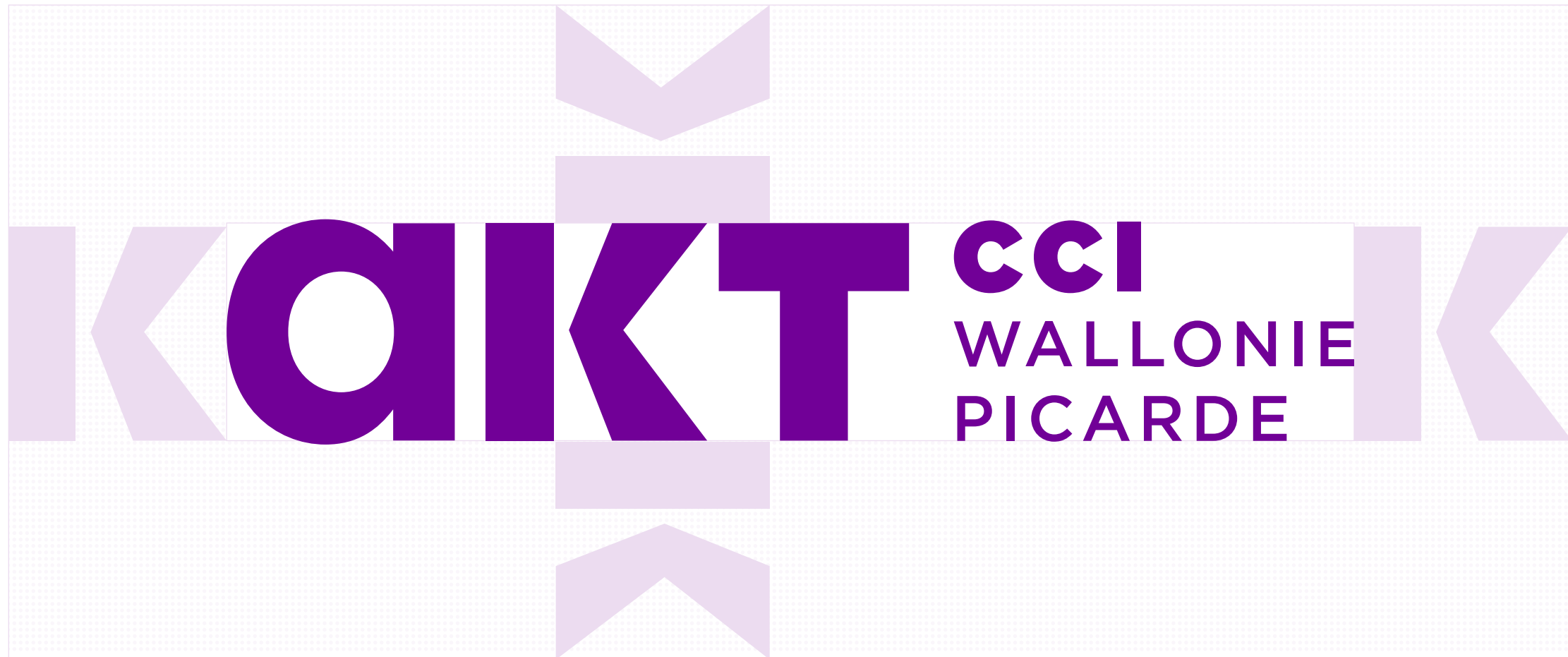
AKT **CCI**
WALLONIE
PICARDE

AKT **CCI**
HAINAUT

AKT **CCI**
BRABANT
WALLON

AKT **CCI**
LIÈGE-VERVIERS
NAMUR

AKT **CCI**
LUXEMBOURG
BELGE



The protection zone is an imaginary area that surrounds the logotype. This zone must be respected to maximize readability.

REGULAR
ITALIC

BOLD
BOLD ITALIC

ARIAL

SYMBOLS & NUMBERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?@#€\$&()_+=<>

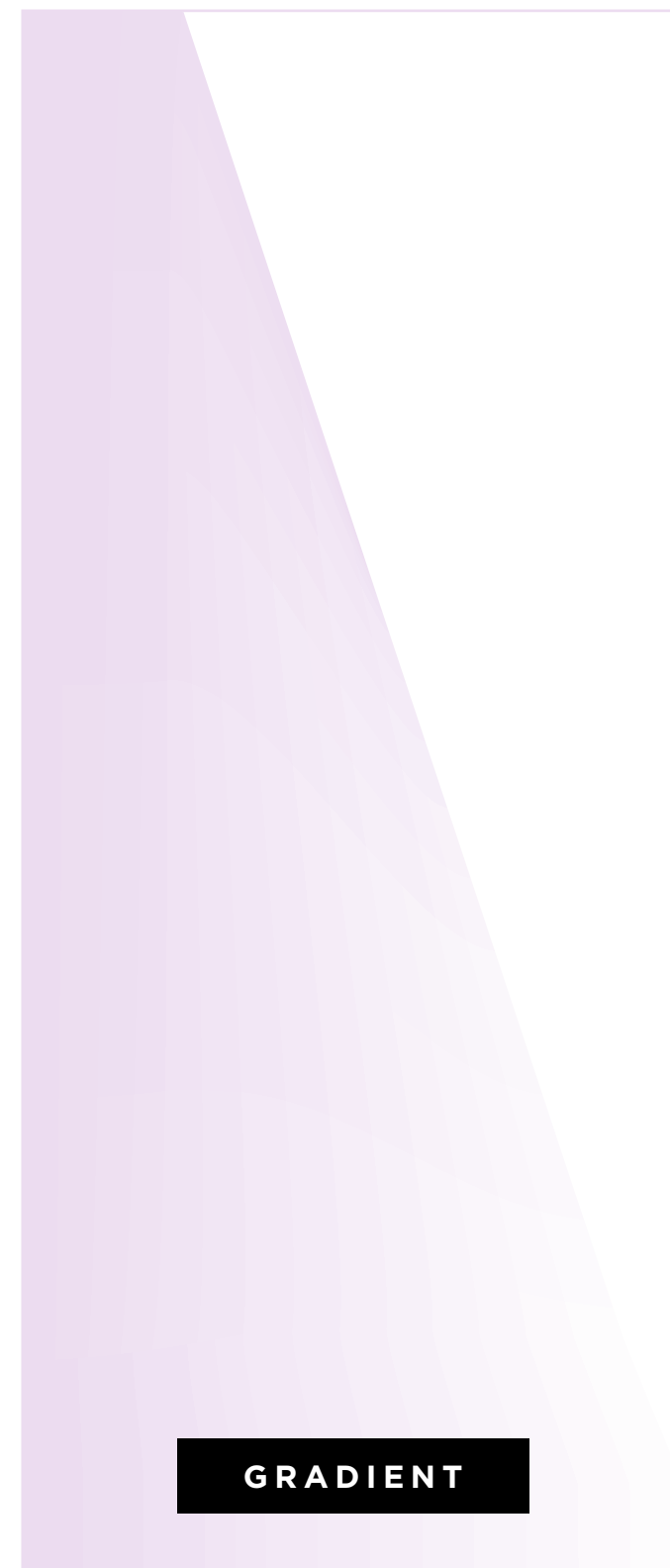
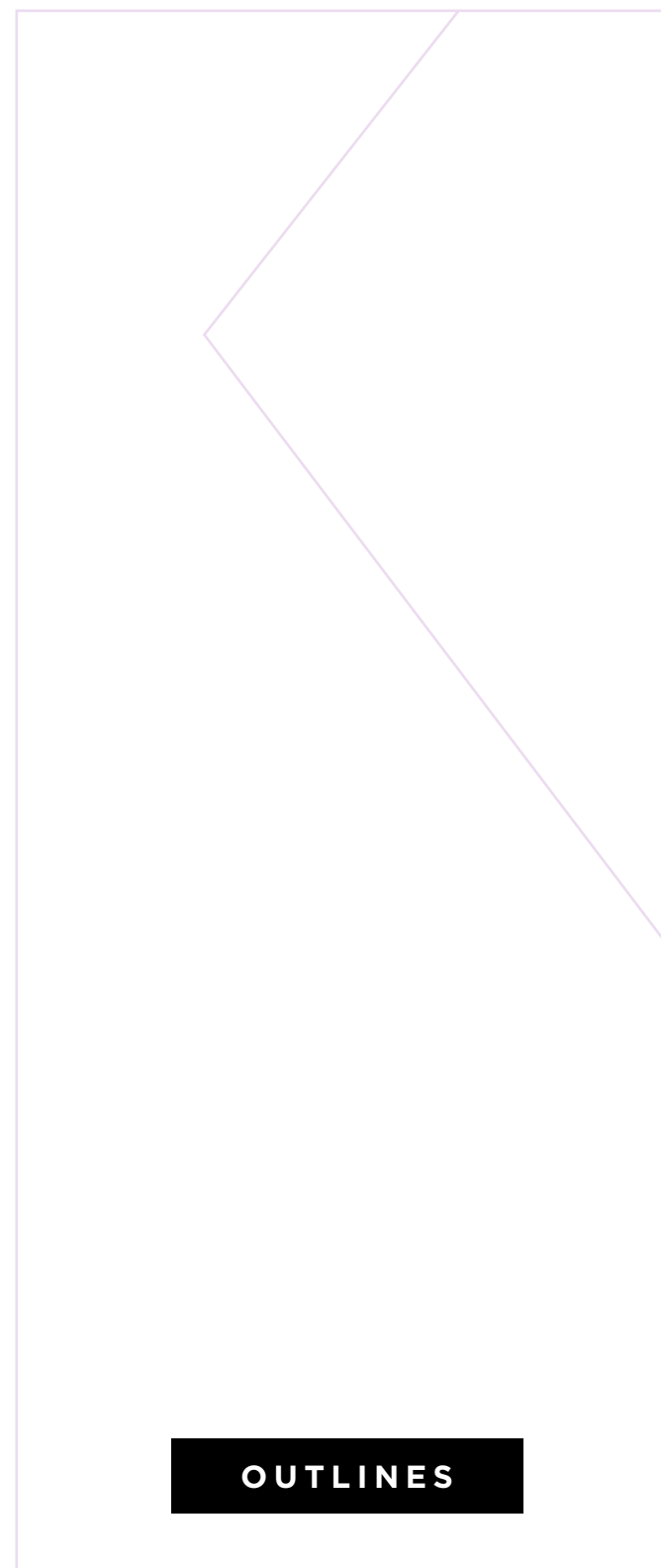
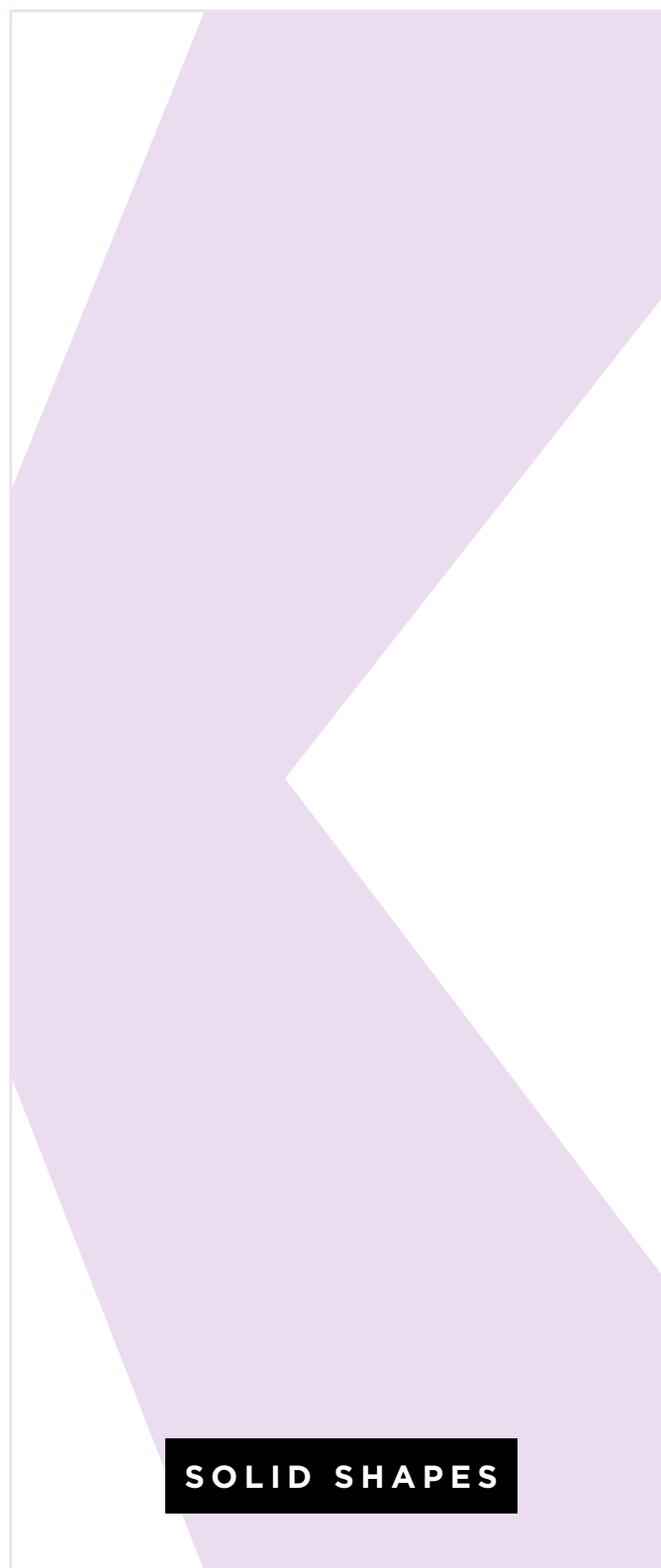
The Arial typography will be used
for the supports such as Powerpoint,
Word, Excel files and emails.

GRAPHIC STYLE

GRAPHICS ELEMENTS

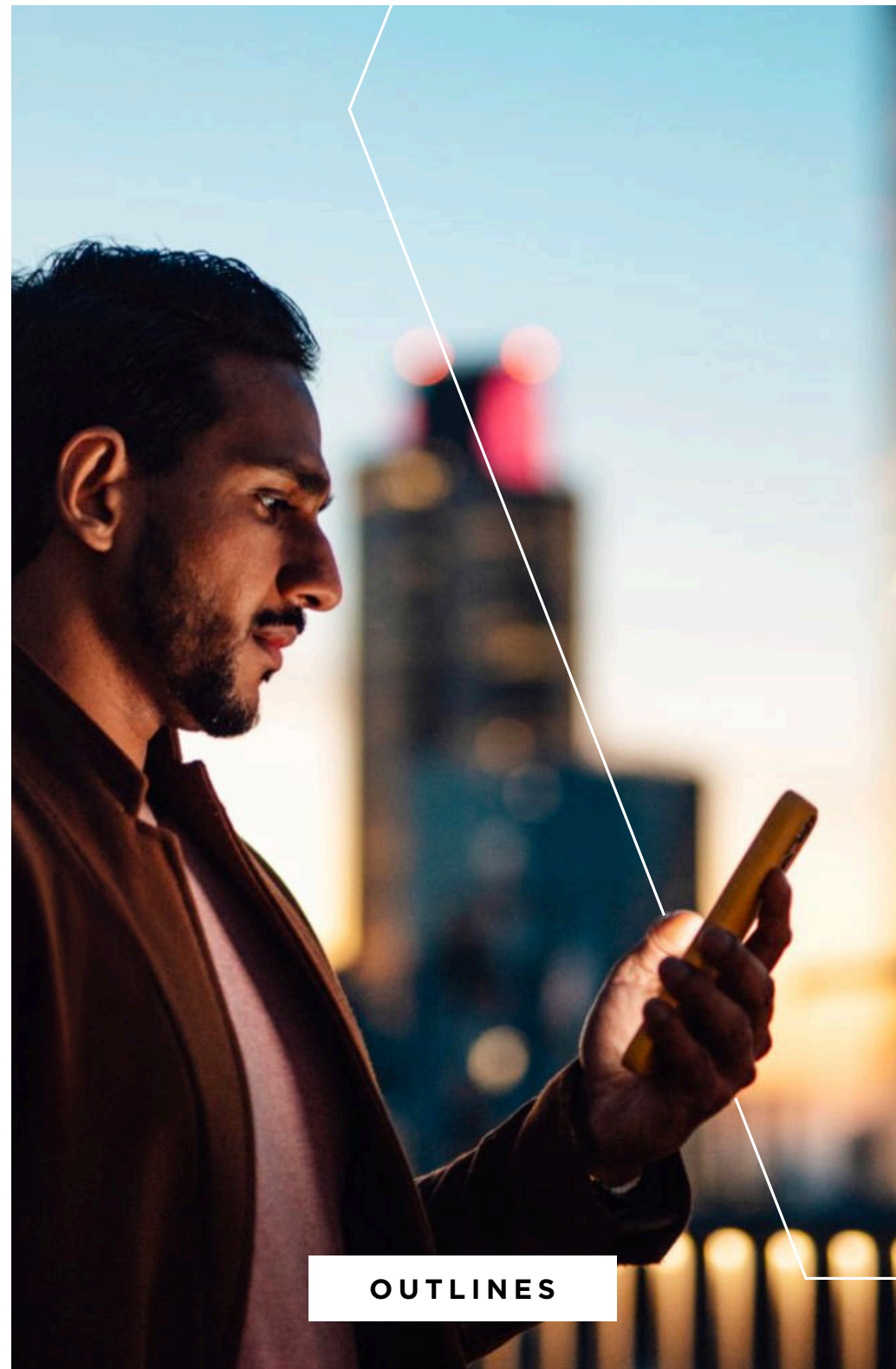


For a more powerful graphic style,
we use shapes from the logotype.
3 options are available:
solid shapes, outlines or gradient shapes.

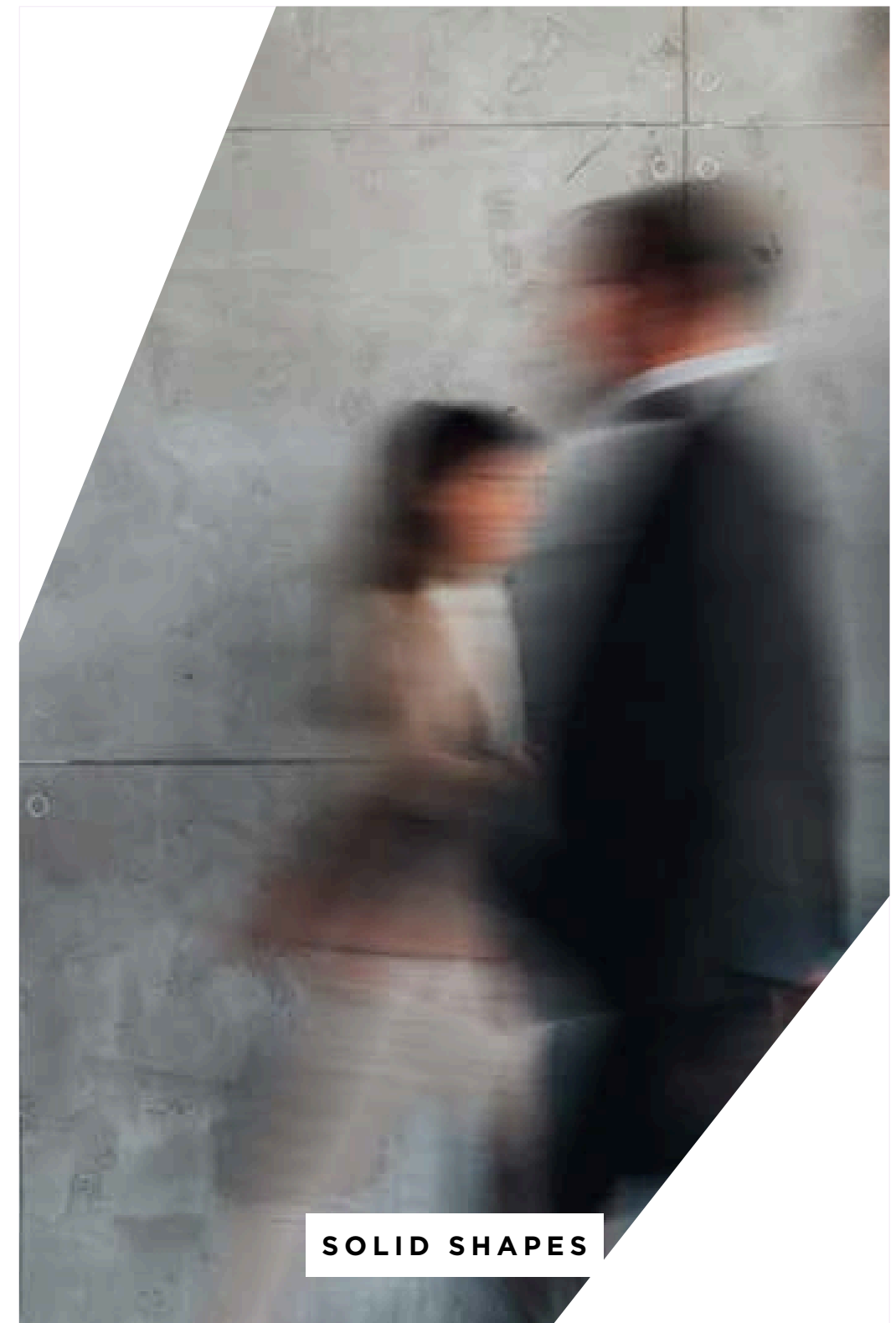


SHAPES WITH ICONOGRAPHY

Shapes can also be used with images.
By embedding an image in a shape
or outlining a shape over an image.

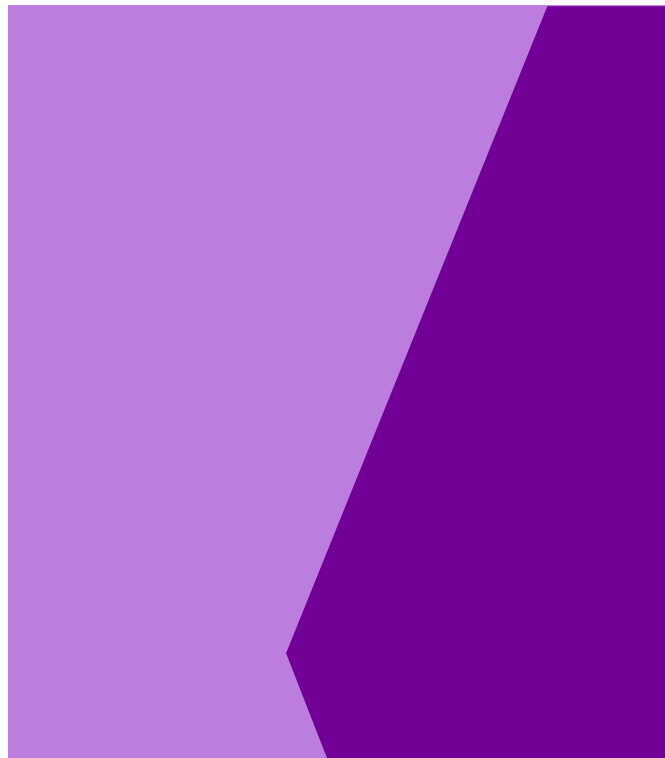
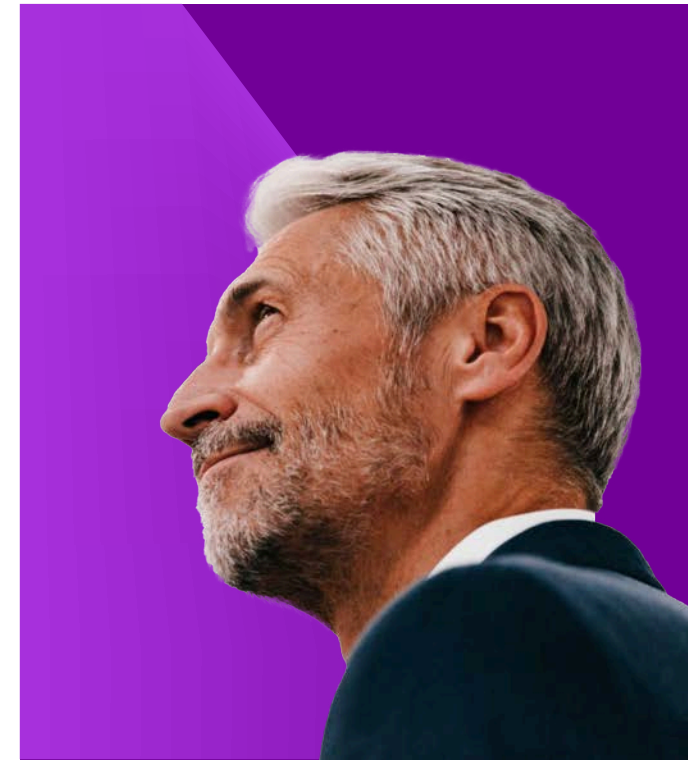
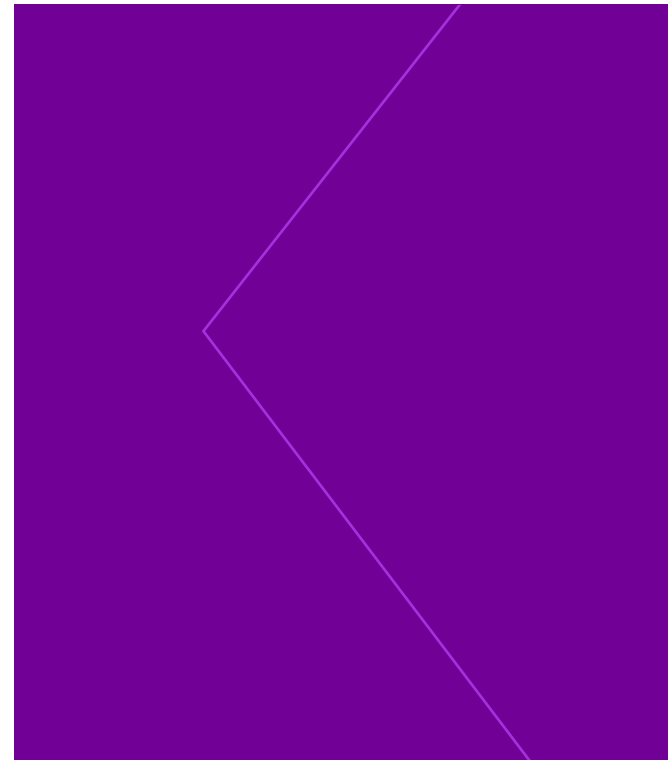


OUTLINES



SOLID SHAPES

GRAPHICS ELEMENTS



Few examples of how to use
the different graphic style grids.

Faisons
rayonner
la Wallonie




The elements of the "k" can also be isolated.
It can be used differently: as an arrow,
as a quotation mark or as a symbol.

CÉCILE NEVEN - CEO
« Nous avons
besoin des
entrepreneurs
de demain ! »



GRAPHIC STYLE & LOGOTYPE

THE SLANT OF THE "K"
FOLLOWS THE SLANT
OF THE BACKGROUND
SHAPE

A large, bold, purple 'AKT' logo is centered on a white background. Behind the text is a large, light purple geometric shape that slants upwards from left to right. The letter 'K' is slanted to match the angle of this background shape. A horizontal purple line points from the text 'THE SLANT OF THE "K" FOLLOWS THE SLANT OF THE BACKGROUND SHAPE' to the 'K' in the logo.

AKT

A smaller version of the bold, purple 'AKT' logo is shown on a white background. Behind the text is a light purple geometric shape that slants upwards from left to right. The letter 'K' is slanted to match the angle of this background shape. A horizontal purple line points from the text 'THE SLANT OF THE "K" FOLLOWS THE SLANT OF THE BACKGROUND SHAPE' to the 'K' in the logo.

AKT

THE LOGO CAN BE PLACED
IN THE TOP LEFT CORNER

The bold, purple 'AKT' logo is positioned in the top-left corner of a white square. A light purple geometric shape, slanted upwards from left to right, is partially visible behind the logo. A horizontal purple line points from the text 'THE LOGO CAN BE PLACED IN THE TOP LEFT CORNER' to the logo.

AKT

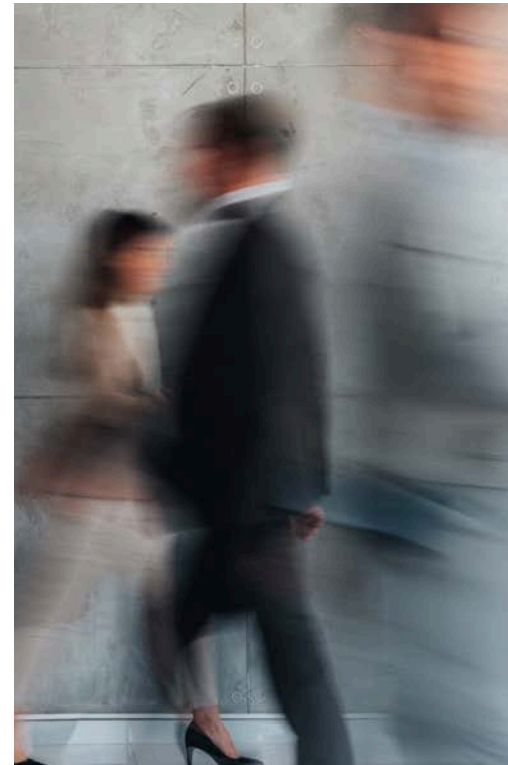
THE LOGO IS PLACED IN
THE CENTER OF THE MAP.

The bold, purple 'AKT' logo is centered within a white square. A light purple geometric shape, slanted upwards from left to right, is partially visible behind the logo. A horizontal purple line points from the text 'THE LOGO IS PLACED IN THE CENTER OF THE MAP.' to the logo.

AKT

Few examples on how to use the logotype
with the graphic style.

ICONOGRAPHY



We always use images with natural light and luminous tones.

ICONOGRAPHY

2 options are available for the iconography.
Lively images or images with cropped people.

