Anduin

Brand Standards

Last updated: November 2023

Introduction

The Anduin Brand Standards are intended to provide guidance and empower you with the tools to implement and represent our brand appropriately in everyday practice and across all media. It identifies our values, logo, colors, typography, design elements, assets, and more.

If you have any questions, please contact the Anduin Marketing Team.

Boilerplate

A **boilerplate** is a consistent overview of our company. It is an elevator pitch that describes what we do.
It should be used on any external media, at events, and when you are asked to speak about Anduin.

Anduin is empowering lasting investor relationships in the private markets. Whether engaging your LPs with our marketing-focused data rooms or providing a secure, collaborative environment to navigate the complex fund subscription process, connecting LPs and GPs efficiently is our obsession.

Our ecosystem has helped 31,000+ investors onboard at 560+ funds and raise over $68+ billion in capital globally.
Check us out at anduintransact.com.

View all versions here.

Anduin Brand Standards

About Us

Anduin Logo

Full color

Anduin Blue

HEX: #48AFF0

RGB: 72, 175, 240

CMYK: 66, 25, 0, 6

PANTONE®: 298 C

Anduin Black

HEX: #182A38

RGB: 24, 42, 56

CMYK: 57, 25, 0, 78

PANTONE®: 533 C

The Anduin logo default is full color and shown above. The full color version should be used as often as possible including digital instances, signage, stationary, and light-based media against a white background.

The Anduin logo is consists of the blue logo / icon mark and black logotype (see details above for specifics).

Anduin Logo Variations - Black & White

Full color

Black

Anduin

White

Anduin

There are instances when other versions of the Anduin logo may be preferred. The Anduin black logo can be used on corporate literature where a sleek design style is ideal against a white or light-colored background. The Anduin white logo be used on black, Anduin blue, or dark backgrounds.

The Anduin logo should be used against a solid white, black, or colored background when possible; however if a graphic or photo is preferred a white or black underlay can be used.

Anduin Logo Variations - Stacked
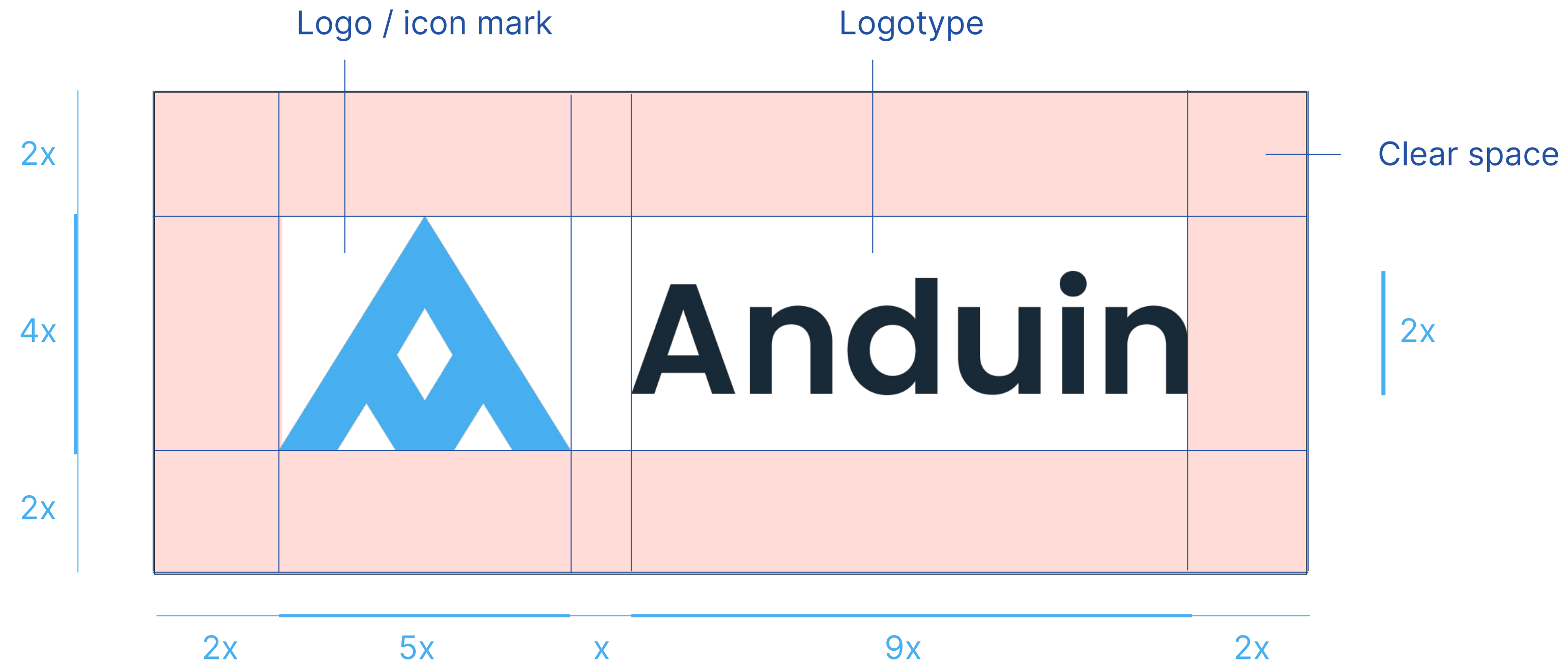
Full color

Black

White

The Anduin full color logo is also offered in a stacked version for instances where a vertical logo fits better. Our stacked Anduin logo is also available in black and white variations so you can choose the appropriate version for your use.

Breathing Space

Logo / icon mark

Logotype

Clear space

2x

4x

2x

2x

2x | 5x | x | 9x | 2x

We measure the clear space around the Anduin logo as equivalent to the space between the logo mark (also known as the Anduin icon) and the logotype.

The clear space around the entire Anduin logo should be twice (2x) the width of the space between the logo mark and logo type.

Incorrect Logo Usage

As the Anduin brand is creating awareness and recognition in the industry, it is also important to point out the incorrect uses that can occur.

Always use our logo at 100% opacity.
DO NOT reduce transparency (unless directed by design).

Only use the variants supplied.
DO NOT recolor our logos.

Always use our logo at the correct angle.
DO NOT skew or add any 3D effects.

Avoid the appearance of sub-branding.
DO NOT use with other words or design elements.

Always use our logo in the correct proportion.
DO NOT stretch, compress or distort the logo in any way, shape or form.

Always ensure our logo is completely visible on any material on which it is used.
DO NOT crop or bleed the logo.

Color Palette

Anduin Blue	**Anduin Black + Font**	**Anduin Mist**	**Anduin Mint**	**Anduin Dark Mint**	**Anduin Navy**	**Anduin Dark Blue**
HEX: #48AFF0	HEX: #182A38	HEX: #231F20	HEX: #96DBD4	HEX: #33BDB0	HEX: #2251A4	HEX: #162950
RGB: 72, 175, 240	RGB: 24, 42, 56	RGB: X, X, X	RGB: 150, 219, 212	RGB: 51, 189, 176	RGB: 34, 81, 164	RGB: 22, 41, 80
CMYK: 66, 25, 0, 6	CMYK: 57, 25, 0, 78	CMYK: X, X, X, X	CMYK: 27, 0, 3, 14	CMYK: 54, 0, 5, 26	CMYK: 51, 33, 0, 36	CMYK: 23, 15, 0, 69
PANTONE®: 298 C	PANTONE®: 533 C	PANTONE®: XXX	PANTONE®: 565 C	PANTONE®: 7465 C	PANTONE®: 7685 C	PANTONE®: 2767 C

Anduin's color palette has been strategically curated and should be used with care to ensure proper branding and representation wherever it is used.

Typography

Poppins

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()?

Inter

Inter Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()?

Poppins Bold is the font used for all headings throughout our website and designed materials.

Inter Normal is the font used for all body and content copy throughout our website and designed materials.

Arial as the default font for customer facing materials created without design help or in platforms where designed fonts are not allowed (i.e. Hubspot emails).

Thank you for reviewing Anduin's Brand Standards.

If you have any questions about this guide, please contact
the Anduin Marketing Team at marketing@anduintransact.com.