



ANEWK

BRAND AND PRINT GUIDELINES · VERSION 1.0

One form. *Held to evidence.*

How the ANEWK identity is built, printed and applied: the tesseract mark, colour, type, and the document system used for every proposal, statement of work, quotation, invoice and report.

We design, secure and automate the systems regulated organisations depend on.

Who we are

ANEWK is a Johannesburg technology consultancy built on AWS. Senior-led delivery, held to one standard: would the work stand up in front of a regulator, an auditor or a board?

How we sound

Plain, factual and defensible. Short sentences. Numbers over adjectives. We state limits openly. No hype, no jargon for its own sake.

Three practices

PILLAR 1 · INGENUIS · NAVY

Solutions Architecture and Platform Development

Fixed-price prototypes, then the full build, architected and managed on AWS.

PILLAR 2 · ILLUMINATED · CRIMSON

Security Research and Risk Management

Incident response, digital forensics, vulnerability management and assurance.

PILLAR 3 · SACRED · PURPLE

Autonomous Intelligent Machines and Systems

AI and machine-learning practice; research and pilots.

FORM

The tesseract: a cube projected from the fourth dimension, inside a gold hexagon. Higher-order thinking made visible.

PROPORTION

Layouts follow the golden ratio ($\phi = 1.618$). Columns split 38.2 / 61.8. Spacing steps follow Fibonacci: 3, 5, 8, 13, 21, 34, 55 mm.

BINDING COLOUR

Gold holds the system together and is used sparingly: the hexagon, one accent per page, never large fills behind text.

The mark and its lockups

Use the supplied vector files only. The wordmark is outlined, so no font is needed to print it. Choose the version by background, not by taste.



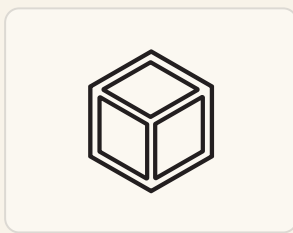
Primary · cream, white and light paper



Reverse · ink and dark paper



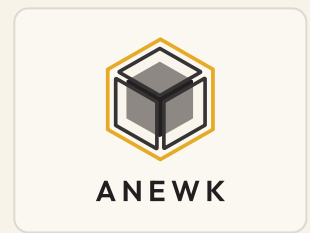
Mono gold · foil, single spot colour



Mono black · one-colour print, emboss, deboss



Mono white · white ink, laser etch



Stacked · square formats, merch

Clear space

Keep a margin of at least half the mark's width on every side. Nothing (text, edges, other logos) enters it.

Minimum size

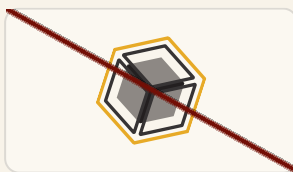
Mark: 8 mm tall in print, 24 px on screen.
Horizontal lockup: 30 mm wide in print, 120 px on screen.

Do not

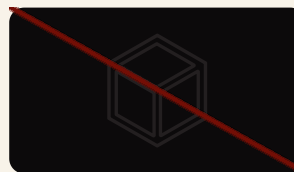
Recolour outside these versions, stretch, rotate, add effects or shadows, outline the wordmark, or place the primary version on busy imagery.



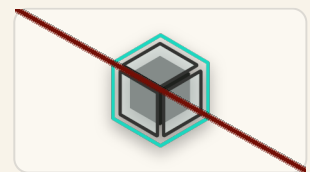
Stretched



Rotated



Low contrast

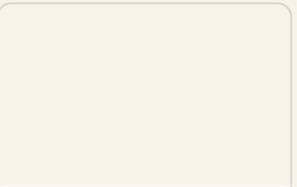


Recoloured, shadowed

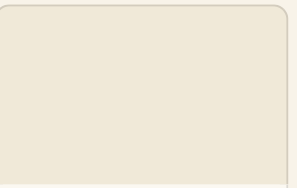
Palette and print values

Screen colour is defined in HEX and RGB. CMYK values are starting points for coated stock; the printer should match to the HEX reference and supply a proof before a full run. Large dark areas should print as a rich black, not 100% K alone.

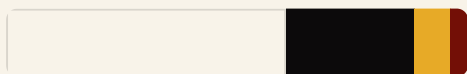
CORE

 Ink HEX #0C0A0B RGB 12 10 11 CMYK 60 50 40 100 (rich black)	 Charcoal HEX #231F20 RGB 35 31 32 CMYK 0 11 9 86	 Cream HEX #F8F3E9 RGB 248 243 233 CMYK 0 2 6 3	 Gold HEX #E7AA27 RGB 231 170 39 CMYK 0 26 83 9 · or gold foil
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PILLAR COLOURS

 Ingenuis navy HEX #030060 RGB 3 0 96 CMYK 97 100 0 62	 Illuminated crimson HEX #730F06 RGB 115 15 6 CMYK 0 87 95 55	 Sacred purple HEX #330066 RGB 51 0 102 CMYK 50 100 0 60	 Parchment HEX #F0E9D8 RGB 240 233 216 CMYK 0 3 10 6
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Proportion



Roughly 60 cream · 28 ink and charcoal · 8 gold · 4 pillar colour.

Rules

- Body text is charcoal on cream, or cream on ink. Never gold on cream for text smaller than 14 pt.
- A pillar colour identifies a practice. Use it for a rule, tab or label, not as a page background.
- Gold can be printed as foil on premium items (business cards, folders, covers).

Outfit, with a serif accent

Outfit carries everything: headlines, body, tables and labels. EB Garamond Italic is an accent for a single line or pull quote, never body text. Both are open-source (SIL Open Font License) and supplied with this guide.

Aa

Outfit · Light 300, Regular 400, Medium 500,
SemiBold 600

Aa

EB Garamond Italic 400 · accent only

ROLE	STYLE	SIZE / LEADING
Display	Outfit SemiBold	55 pt / 1.0
Heading 1	Outfit SemiBold	34 pt / 1.05
Heading 2	Outfit SemiBold	21 pt / 1.1
Heading 3	Outfit SemiBold	10.5 pt / 1.3
Body	Outfit Light	9.5 pt / 1.6
Table and caption	Outfit Regular	8 pt / 1.5
Label (eyebrow)	Outfit Medium, caps, +22% tracking	7 pt
Accent	EB Garamond Italic	Match the heading size

Sizes step by the golden ratio: 8 · 13 · 21 · 34 · 55 pt. Body sits between steps for reading comfort.

IN USE

Your platform, built right
and built *secure*.

Every finding is traceable to a source record and carries a confidence rating. Where the evidence does not support a conclusion, the report says so.

Four tesseracts, one hexagon

The Space tesseract is the corporate mark. The three coloured tesseracts identify the practices on covers, section dividers and merchandise. All four share the gold hexagon, which binds them into one system.



Space

Charcoal · the corporate mark



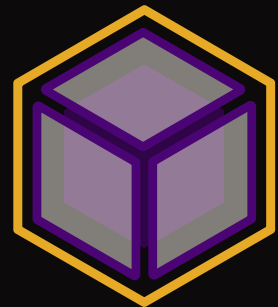
Ingenuis

Navy · Pillar 1, platforms



Illuminated

Crimson · Pillar 2, security



Sacred

Purple · Pillar 3, AI systems

Covers

The practice tesseract appears large and cropped off the page edge, at 10 to 15% opacity behind the title.

Dividers and tabs

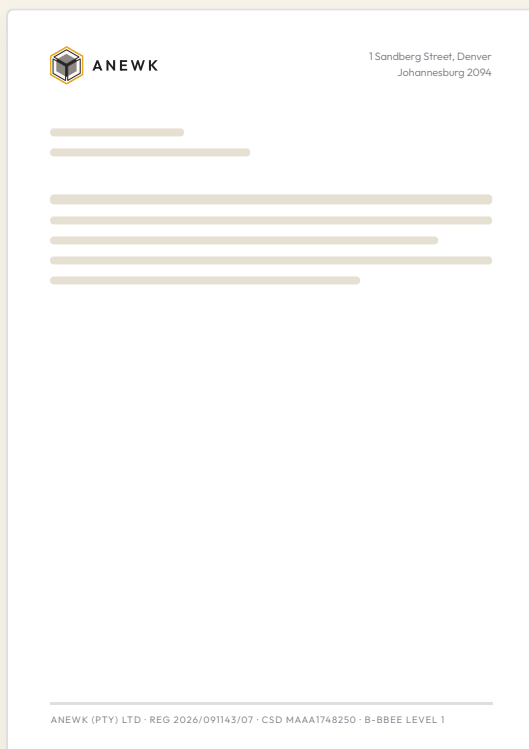
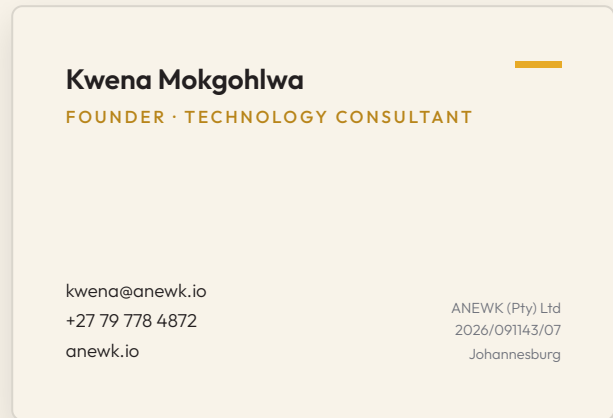
A 1.2 mm rule or tab in the pillar colour marks the practice a section belongs to.

Merchandise

Use the mono gold mark as foil or embroidery. One tesseract per item.

Stationery

Business card at 85 × 55 mm. Front in ink with gold foil on the mark; back in cream. Suggested stock: heavy uncoated or cotton, 500 gsm or more.



Letterhead · A4, primary lockup top left, statutory line in the footer.

Other items

- Presentation folder: ink, gold foil mark, cream inside with a business-card slot.
- Compliments slip: DL, cream, primary lockup.
- Stickers and seals: mono gold mark on ink, round or hexagonal die-cut.
- Notebook: ink cover, debossed mono mark.
- Branded merchandise: one tesseract per item, mono gold or mono white.

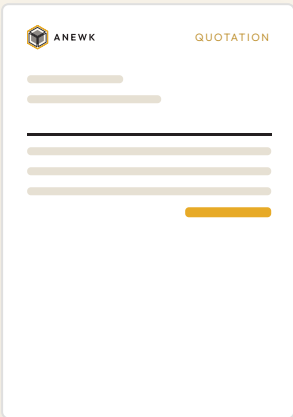
One template family for client work

Every client document is A4 portrait, built on the same grid: 21 mm margins, a 38.2 / 61.8 golden split for label and content columns, Outfit throughout. Each type has a fixed cover, header and footer, so documents read as one set.



Proposal and SOW

Ink cover with the practice tesseract. Reference block, numbered clauses, rate card and annexures.



Quotation summary

Light cover-less format. Supplier block, priced table, compliance schedule, signature block.



Invoice

Single page. Banking panel in parchment, payment-fraud notice, PO reference in the header.



Report

Pillar-colour spine, confidentiality marking, findings with confidence ratings, limitations section.

ELEMENT	STANDARD
Page and grid	A4 portrait · 21 mm margins · 38.2 / 61.8 split · 8 mm column gap
Header	Primary lockup 5 mm high, top left · document type label top right in gold caps
Footer	Registered name and number left · document reference and page number right · 6.5 pt caps
Reference format	SOW-YYYY-NNN Rev X · ANEWK-INV-YYYY-NNN · QTN-YYYY-NNN · RPT-YYYY-NNN
Tables	No vertical rules · 0.25 mm horizontal rules · header row in caps labels · numbers right-aligned
Output	PDF/A for issue, with fonts embedded · editable source kept by ANEWK

Print specification

Supplied files

- Logo marks and lockups as SVG and vector PDF (text outlined), plus 2000 px PNG.
- Primary, reverse, mono gold, mono black, mono white.
- The four practice tesseracts as SVG.
- Fonts: Outfit (all weights) and EB Garamond, with their OFL licences.

Production

- Colour: CMYK for process print; gold as foil where the item allows.
- Bleed 3 mm on all sides unless the printer specifies otherwise; keep text 4 mm inside the trim.
- Rich black for large ink areas: 60 C 50 M 40 Y 100 K.
- Request a hard or PDF proof before any full run.



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