

ANTEK AUTOMATION — BRAND GUIDE

Reference for anyone building decks, docs, landing pages, or reports for Antek. Match this and it's on-brand.

BRAND ESSENCE

Antek Automation is a UK-based AI automation agency (Andover, Hampshire). Tone: direct, practical, no fluff, no hype. Dark, confident, technical — closer to a dev tool than a corporate agency. Plain English always; short sentences; show the number, not the adjective.

LOGO

- Triangle "A" mark (two overlapping coral/cream triangles on a dark charcoal square) + "ANTEK AUTOMATION" wordmark, uppercase, letter-spaced.

 - Always render on dark backgrounds (`#1a1a1a` or darker). Never on white/light without inverting.
 - Minimum clear space: half the mark's height on all sides.
 - Don't recolor the mark. Don't stretch it. Don't drop the wordmark and use the triangle alone in client-facing material — only fine for tiny favicon-scale use.

SVG (reference mark, 1500×1500 viewBox):

```

<svg xmlns="http://www.w3.org/2000/svg" viewBox="0 0 1500 1500">
  <path fill="#1a1a1a" d="M45 133h1410v1233H45z"/>
  <path fill="#d4c9bc" d="M918 1274l-65-127H513l-66 127H197L683 371l485 903zm-153-296l-82-158-83 158z"/>
  <path fill="#d67454" d="M1052 1274l-65-127H647l-66 127H331L817 371l485 903zm-153-296l-82-158-83 158z"/>
</svg>

```

COLOUR PALETTE

Token	Hex	Use
<code>--bg</code>	<code>#1a1a1a</code>	Page/document background
<code>--panel</code>	<code>#1f1f1f</code>	Cards, table headers, raised surfaces
<code>--line</code>	<code>#2f2f2f</code>	Borders, dividers, hairlines
<code>--coral</code>	<code>#ff5f3f</code>	Primary accent — CTAs, links, active/negative state, brand highlight
<code>--cream</code>	<code>#e8dcc8</code>	Headings, logo highlight, secondary emphasis
<code>--body</code>	<code>#f8f8f0</code>	Body text on dark
<code>--muted</code>	<code>#8f8880</code>	Captions, footnotes, disabled/secondary text
<code>--cyan</code>	<code>#9ff3ff</code>	Rare pop accent — inline code, positive data highlight only
<code>--ok</code>	<code>#37d67a</code>	Success / "yes" states only
<code>--warn</code>	<code>#f0b429</code>	Warning states only

- Rules:
 - Dark background is the default canvas. Don't design Antek material on white.
 - Coral is the one accent used for action — don't dilute it by using it decoratively everywhere.
 - Cream is for headings and brand-level emphasis, not body copy.
 - `--ok` / `--warn` / coral-as-negative only appear in status/scoring contexts (checklists, score bands, risk tables) — not general UI.

Print variant used in PostGrid letters (light paper stock): swap `--bg` →white, `--cream` →dark charcoal text, keep coral as the only accent colour; logo mark stays as-is (it already has its own dark square background).

TYPOGRAPHY

Three-font system, Google Fonts, all self-hosted-safe:

Font	Role	Weights used
Outfit	Headings, logo wordmark, buttons, score numbers	400, 600, 700, 800
DM Sans	Body copy, paragraphs, list text	400, 500, 700
JetBrains Mono	Kicker tags, footers, code, page numbers, small caps labels	400, 700

Import line:

```
@import url('https://fonts.googleapis.com/css2?family=Outfit:wght@400;600;700;800&family=DM+Sans:wght@400;500;700&family=JetBrains+Mono:wght@400;700&display=swap');
```

Type scale (web/doc):

Element	Font	Weight	Size	Case/style
H1	Outfit	800	28–32px	UPPERCASE, tight tracking
H2	Outfit	800	15–20px	UPPERCASE, coral left border (3–4px), 9–12px padding-left
H3	Outfit	800	12.5–16px	Sentence case, cream
Body	DM Sans	400	11–16px	line-height 1.55–1.65
Kicker/tag	JetBrains Mono	700	8.5–10px	UPPERCASE, letter-spacing .12–.16em, coral
Footer/page no.	JetBrains Mono	400	8–10px	muted colour

Fallback stack for non-web contexts (PDF via WeasyPrint, no web font access): 'DejaVu Sans', Arial, sans-serif for body; Arial for headings if Outfit unavailable.

VOICE & TONE

- Plain English. No legal/consultant padding. Say the number, the date, the fact.
- Short sentences. Fragments are fine for lists and callouts.
- No fake urgency, no exclamation marks, no "unlock"/"leverage"/"synergy"-type filler.
- Confident but not salesy — state what's true, then the one-line implication.
- Client-facing copy: teach first, sell second (see funnel policy — free tease shows what's wrong, paid shows how to fix it).

UI COMPONENTS (WEB/DOC PATTERNS)

Header bar — logo mark + "ANTEK AUTOMATION" wordmark (Outfit 800, uppercase, cream) left; mono kicker tag right, coral, uppercase, letter-spaced. Bottom border 1px `--line`.

Buttons / CTAs — solid coral background, dark text (`#1a1a1a`), Outfit 800, uppercase, letter-spacing .04em, ~10–14px vertical padding, 8–10px border-radius. One CTA per view; never two coral buttons competing.

Score/status band (for audits/reports) — left-accent-bordered panel, big Outfit 800 number, mono uppercase tag below, colour keyed to the score tier (green ≥80, cyan 60–79, amber 40–59, coral <40).

Tables — header row `--panel` background, cream Outfit-bold text; body rows alternate `--bg` / `#1d1d1d` ; all cells bordered 1px `--line`.

Blockquote/callout — 3px coral left border, dark warm background (`#241a16`), cream-ish text, used for pull-quotes and sales lines.

Inline code / mono labels — JetBrains Mono, cyan text on `#242424` background, small padding, 3–4px radius. Cyan is only used here and for positive data points — don't use it as a general accent.

DO / DON'T

Do:

- Keep everything on the dark canvas with coral as the single accent.
- Use the mono font for anything that reads as a "system label" (tags, dates, page numbers, scores).
- Keep CTAs to one clear action per page/section.
- Use plain English headers ("What it is," "Why it applies to us") over generic ones.

Don't:

- Don't introduce a second accent colour "just for variety."
 - Don't put the logo on a light background without the dark square behind it.
 - Don't use Barlow Condensed / IBM Plex / terracotta `#D97757` — that's the older geo-slab default renderer, since superseded by this system for all Antek-branded output.
 - Don't stack multiple CTAs of equal visual weight.
-

REFERENCE IMPLEMENTATION

The full CSS variables + component styles are implemented in `render_report_branded.py` / `render_guide.py` / `render_web.py` (WeasyPrint PDF + static HTML renderers) — copy the `BRAND_CSS` / `WEB_CSS` block from either as a working starting point rather than rebuilding from scratch.

COMPANY REFERENCE DETAILS

- Antek Automation, Andover, Hampshire, UK — antekautomation.com
- Phone: 0333 038 9960
- Booking: cal.com/antek-automation/30min
- Domains: antekautomation.com (site), antek.link (short claim links), go.antekautomation.com (audit hosting)