

ATHOS

DRIVEN BY
DESIGN.

The ATHOS Brand Manual



Corporate Color

The corporate color is a key element of a company's visual identity and plays a crucial role in ensuring brand recognition and consistency. Colors evoke emotions, convey values, and create associations — they are powerful tools that strengthen the connection between a brand and its audience.

Within the framework of corporate design, the corporate color defines the primary and secondary color palette as

well as its application across various media and contexts. It ensures a cohesive visual language across all communication channels — from digital platforms and print materials to architecture and product design.

A well-defined color strategy supports the brand personality and helps build trust, credibility, and emotional resonance. Consistent use of the corporate colors is therefore essential for creating a strong, unified, and professional brand image.

Red



CMYK
10 / 100 / 100 / 20

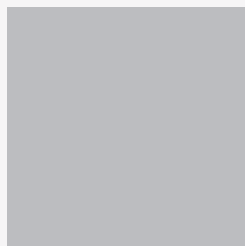
PANTONE
186 C

RGB
181 / 25 / 30

HKS
16

#HEX
b5191e

Grey



CMYK
0 / 0 / 0 / 30

PANTONE
Cool Gray 5 C

RGB
157 / 159 / 162

HKS
91

#HEX
9d9fa2

Dark grey



CMYK
0 / 0 / 0 / 80

PANTONE
PMS Black C

RGB
88 / 89 / 91

HKS
90

#HEX
58595b

White



CMYK
0 / 0 / 0 / 0

PANTONE
-

RGB
255 / 255 / 255

HKS
-

#HEX
ffffff

Corporate Font

The Roboto typeface is a key element of our corporate design. It embodies modernity, clarity, and functionality—reflecting the core values of our brand: openness, precision, and forward-thinking.

Originally developed by Google, Roboto combines a geometric structure with a friendly and approachable character. Its clean lines and excellent legibility make it perfectly suited for both digital and print applications.

With its versatile range of weights and styles—from Thin to Black, including Italics—Roboto offers flexibility across all areas of communication, from headlines and body text to user interfaces.

The consistent use of Roboto ensures a cohesive, professional, and contemporary visual identity. It strengthens brand recognition and maintains visual harmony across all communication channels.

Roboto

Aa

Charakter

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 ~!@#\$%^&*()_+|`-=\[]{};':",./<>?

Style

Thin	Medium
Light	Bold
Regular	Black

Logo

The logo is the central element of the corporate identity, representing the company's visual presence. To ensure its recognizability, impact, and legibility across all applications, it must always be placed within a defined clear space.

The clear space serves as a buffer around the logo. No other graphic elements, text, or images may be

placed within this area, ensuring the logo remains distinct and unobstructed.

The baseline for the clear space is the width of the logo (B). All proportions and distances are derived from this value. This ensures that the clear space remains correctly proportioned regardless of the logo size, maintaining a consistent presentation across all media.



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