ANTISTAT™
ESD & PRODUCTION CONSUMABLES

ANTISTAT

Brand Guidelines

2024

BRAND STORY

Antistat is part of the Ant Group, an established and respected supplier of static control products and cleanroom production consumables for over 30 years.

Antistat offers an extensive range of high-quality ESD and antistatic consumables engineered and developed to meet your requirements. With an established product range and an unrivalled customer service ethos, Antistats consumables have been applied in the automotive, defense, aerospace and electronics industries. Our distribution centers span North America, Europe and Asia, giving a truly global platform for delivering time-critical solutions.

COMPANY STRUCTURE

Antistat is a trading division of the ANT Group Ltd. There are two divisions under The ANT Group; Antistat and Integrity Cleanroom.

ANT GROUP™
ESD & CLEANROOM SOLUTIONS

ANTISTAT™
ESD & PRODUCTION CONSUMABLES

INTEGRITY™
CLEANROOM PRODUCTION SOLUTIONS

OUR VISION

'We will grow a global business which enables manufacturers to build their products, their service and their reputation – our service is the very core of our customer's success.'

OUR MISSION

'We are dedicated to the delivery of world class service to our customers. Through partnerships we grow as people and as a business.'

OUR BRAND VALUES

INNOVATION & CHANGE
Passionate about supplying technology. We seek and value ideas from our team that improve our products and provide meaningful value for our customers.

HONESTY & INTEGRITY
We value our clients & our reputation, key drivers to success. We do the right thing, even when no one is watching, our actions inspire trust and confidence.

SERVICE
Service driven through global, technical manufacturing partnerships. We take pride in our accomplishments, learn from our mistakes, focus on results and strive to be the best we can be.

AGILITY
Bespoke production supplies that can meet worldwide demand. As a business and as people we respond rapidly and flexibly to customer demands, adapt and lead change in a productive and cost-effective way without compromising quality

TEAMWORK
Achieving more together. We believe in working together for overall success, every function and every role are as important as each other.

COMMUNICATION
Build world class relationships through timely, honest and accurate communication. We encourage openness, directness and diversity so that people and ideas can thrive to build collaborative, meaningful and sustainable relationships and solutions.

PRODUCT CATEGORY COLOURS

PRIMARY

C74 M7 Y14 K0
R0 G173 B208
#00ADD0

C56 M43 Y42 K27
R108 G112 B113
#6C7071

C63 M0 Y99 K0
R105 G190 B40
#69BE28

C0 M59 Y94 K0
R225 G128 B3
#FF8003

SECONDARY

C66 M8 Y75 K0
R97 G171 B99
#61AB63

C90 M35 Y78 K31
R0 G97 B68
#006144

C84 M22 Y62 K7
R0 G137 B113
#008871

C84 M33 Y35 K15
R0 G119 B138
#00778A

C85 M51 Y0 K0
R32 G111 B183
#206FB7

C100 M78 Y35 K18
R20 G59 B98
#143B62

C0 M35 Y95 K0
R249 G177 B4
#F9B104

C6 M87 Y98 K1
R221 G60 B23
#DD3C17

C3 M98 Y58 K0
R225 G14 B73
#E10E49

C24 M93 Y28 K10
R180 G43 B102
#B42C66

C73 M94 Y15K4
R102 G47 B121
#662F79

C33 M95 Y44 K44
R120 G29 B61
#781D3D

PRODUCT CATEGORY COLOURS

#61AB63	Tools
#006144	Packaging
#008871	Cleanroom
#00778A	Stationery
#206FB7	Moisture Control
#143B62	Clothing
#F9B104	Grounding
#DD3C17	Gloves
#E10E49	Splice Tape and Tools
#B42C66	Labels & Signage
#674F93	Matting
#781D3D	Bags

TYPOGRAPHY

Proxima Nova has been chosen as the core typeface to support Integrity's brand and visual identity. Using the Proxima Nova font family, helps make our communications distinctive and recognisable whilst offering excellent legibility.

All professionally designed and printed corporate communication must use the Proxima Nova typeface to maintain consistency across all communications.

All internal documents in word, outlook and powerpoint should use font Arial only.

Proxima Nova Regular
Proxima Nova Regular Italic

Proxima Nova Medium
Proxima Nova Medium Italic

Proxima Nova Bold
Proxima Nova Semi Bold

Proxima Nova Light
Proxima Nova Thin

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LOGOS

Main logo with Trademark (TM) and Strapline

ANTISTAT™
ESD & PRODUCTION CONSUMABLES

Alternative logos

ANTISTAT™
ESD & PRODUCTION CONSUMABLES

ANTISTAT™
ESD & PRODUCTION CONSUMABLES

White with transparent background

Running Man

The Antistat icon was derived from the original joggler and a 3 part YIN YANG.

The design starts to bring home the core values of the business and used across the group unifies the 4 businesses.

The Joggler is symbolic of the complexity of supply chain management and how as a business with our knowledge and skills we are able to turn our clients problems into our challenges.

The Yin Yang is seen as a picture of universal harmony and the unity between complimentary opposites. The holistic balance between Yin and Yang is dynamic and constantly changing, along with our business.

The red star signifies our HQ in Texas the lone star state.

Our corporate identity (logo) is comprised of three elements – the RUNNING MAN, the word ANTISTAT and our strap line.

The logo is a registered trademark owned by the ESD Control Centre Ltd.

Wherever possible the logo should appear as Pantone 312 (or its CMYK, RGB equivalent) on a white background.

In certain circumstances it may be necessary to print the logo as 100% black in a mono tone advertisement or in white on a dark background colour - on dark backgrounds the logo should always be printed in white.

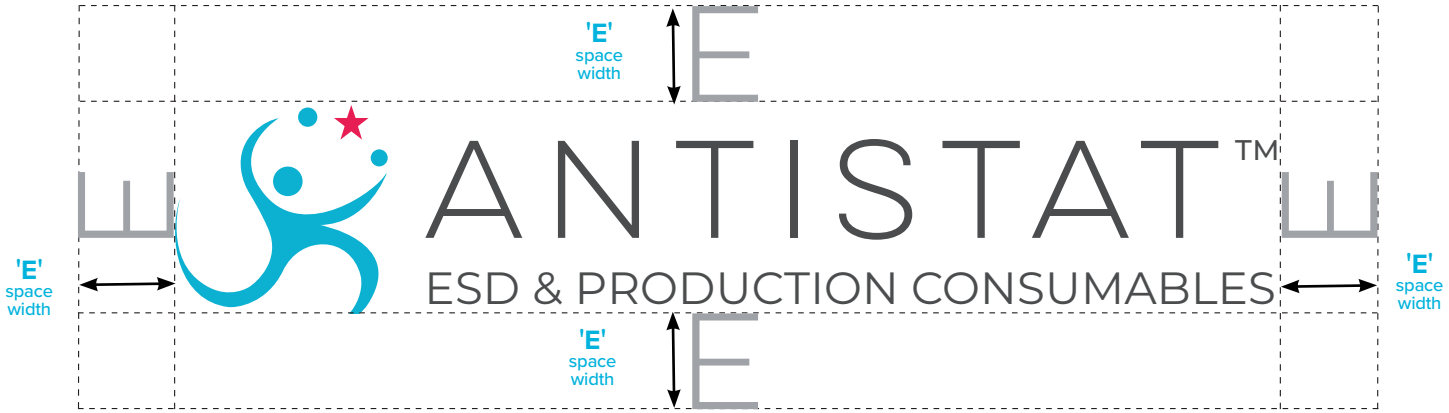
Always use approved artwork for production purposes available from Marketing.

LOGO SPACING & TRADEMARK

The minimum amount of clear space (also called the exclusion zone) surrounding the logotype is always equal to the height of the letter ‘E’ in the word ANTISTAT as indicated by the dashed line in the diagram. This area must be kept clear of any other visual elements.

Always use approved logo files for production purposes – available from Marketing Communications team.

Always use correct Pantone, CMYK, RGB or #code colour breakdown, shown in 'Colours' section.



Main logo with Trademark (TM) and Strapline

The TM trademark can ONLY be used when the logo comprising of three elements – the RUNNING MAN, the word INTEGRITY and our strap line are all used together.

ANTISTAT™
ESD & PRODUCTION CONSUMABLES

The TM cannont be used at any other time.

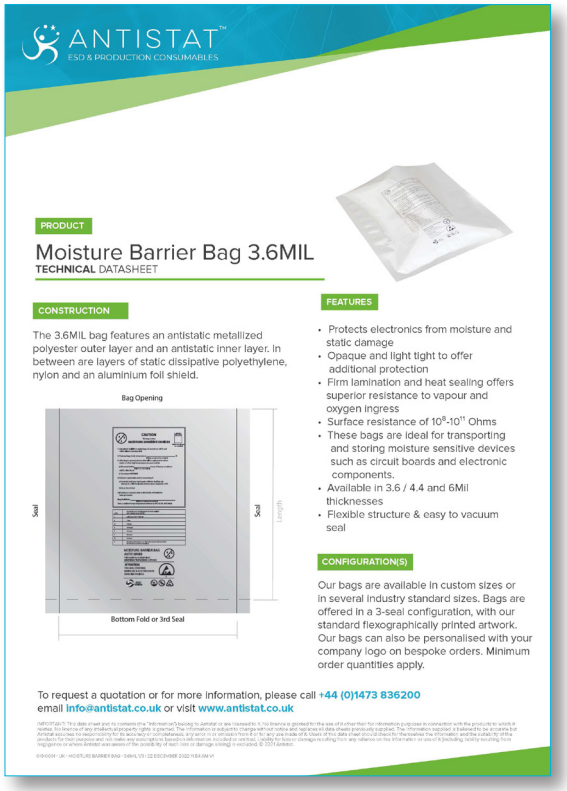
DO NOT USE ANTISTAT ™

BROCHURES

The brochure feature colour will change depending on which Ant Group brand is being presented - Green for Antistat and Orange for Integrity. The colour should be used for the two triangles at the top and bottom of the page, along with any bullet points, text boxes and the separation line.

They are to be created and updated in InDesign where all the swatches will already be installed and saved in each document.

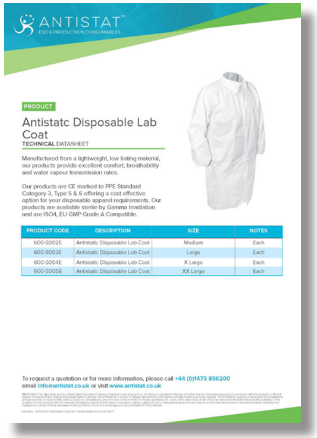
DATASHEETS



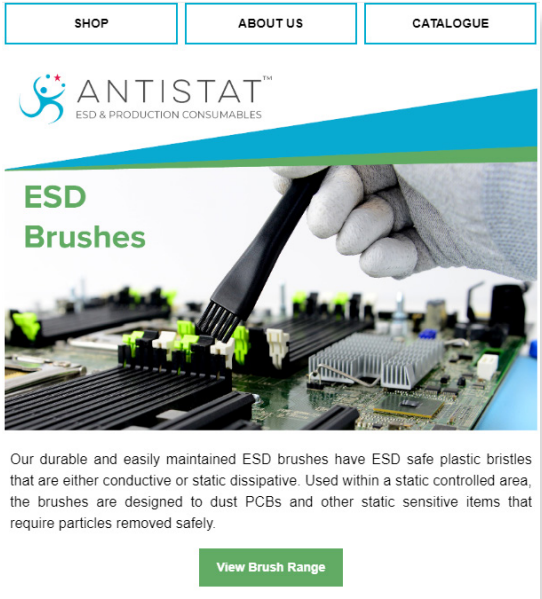
The datasheet feature colour will change depending on the brand; green for Antistat and orange for Integrity Cleanroom. The colour should be used for the two triangles at the top and bottom of the page, along with any bullet points, text boxes and the separation line.

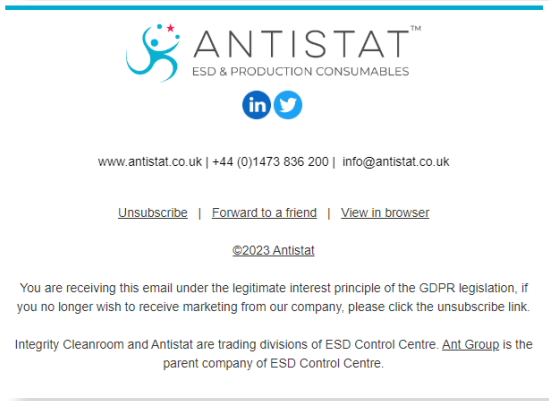
They are to be created and updated in InDesign where all the swatches will already be installed and saved in each document.

All images used for the datasheets are to be linked to the product folder only, saved as InDesign and as a PDF under their product code and full product name.



EMAIL TEMPLATE



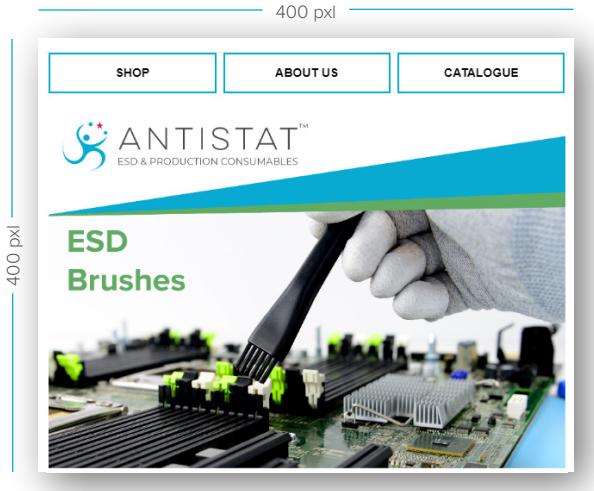


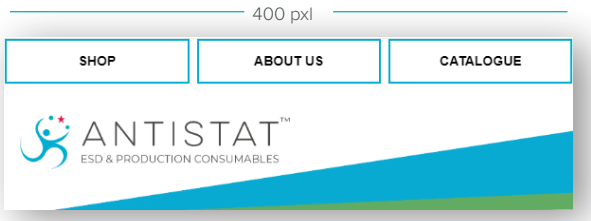
The email feature colour will change to the adjoining product category. The colour should be used for the triangle at the top of the page, along with any bullet points, text boxes and the separation line.

They are to be created and updated in InDesign where all the swatches will already be installed and saved in each document.

All images used for the emails are to be linked to the product folder only. The template should be saved as InDesign document and exported as a JPEG under the email campaign name.

Email Headers





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