

Brand Guidelines

01
Introduction

The following document has been designed as a guideline for ANR Engineering's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The ANR Engineering logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

01 The Brand.

Brand Introduction | Moodboard & Keywords | Core Values

02 The Logo.

Primary & Secondary Logo | Logo Principles | Logo Misuse

03 Visual Identity.

Brand Colours | Brand Fonts | Font Hierarchy | Brand Elements

04 Brand Application.

Marketing Collateral

02
The Brand

This section outlines an overview of our brand, highlighting the unique qualities that set us apart in the market.

02
The Brand.

For over a decade, ANR Engineering has been delivering quality infrastructure that shapes communities and connects people. From complex motorway projects to detailed remedial works and residential developments, we bring together technical expertise, reliability, and a hands-on approach to every project. We believe in building more than just structures, we build; trust, lasting relationships, and outcomes that stand the test of time.

02
The Brand.

BRAND PURPOSE

To create infrastructure and spaces that strengthen communities, combining technical excellence with a people-first approach.

CORE VALUES

01 INTEGRITY.
We're transparent, honest, and committed to doing the right thing.

02 EXCELLENCE.
We set high standards for safety, quality, and performance on every project.

03 COLLABORATION.
We work closely with councils, contractors, and communities to achieve shared success.

04 ACCOUNTABILITY.
We take ownership of our work from start to finish, ensuring consistent, dependable outcomes.

02
The Brand.

TONE OF VOICE

Tone of voice is how a brand expresses its personality through words. It's not just what we say, but how we say it, shaping the way people feel when they read or hear our messages. A consistent tone of voice helps build trust, reflect our values, and ensure that every piece of communication sounds unique to ANR Engineering.

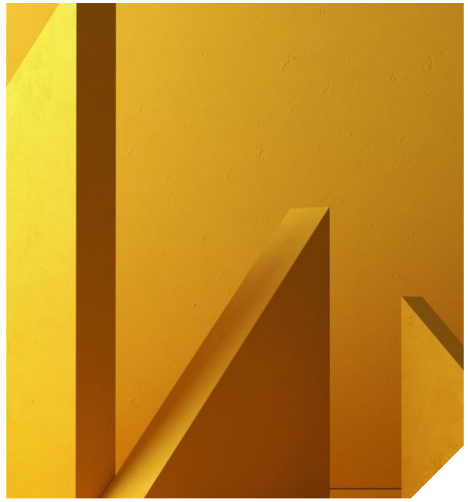
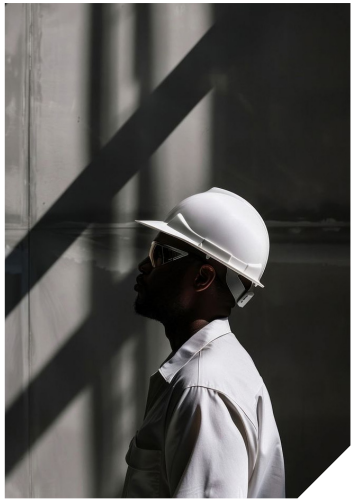
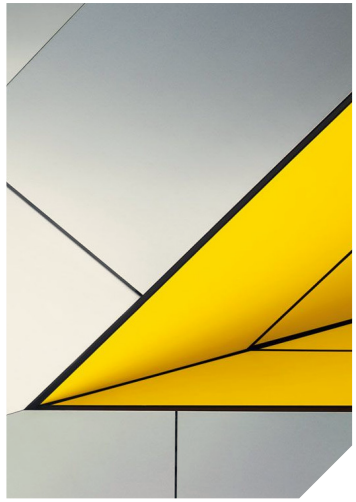
Professional

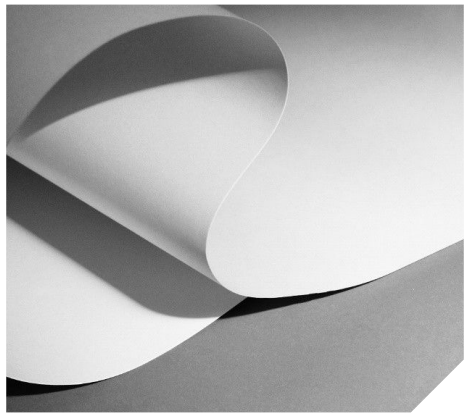
Approachable

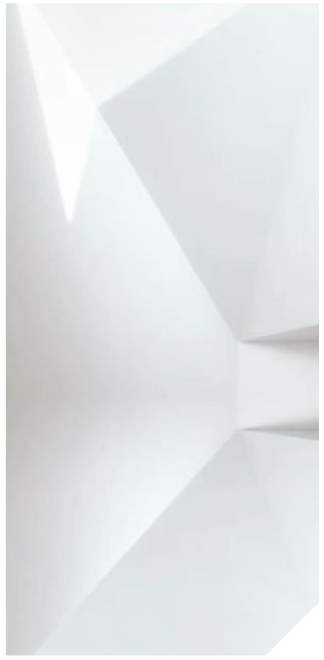
Trusted

02
The Brand.

Precision | Transparency | Reliability | Collaboration | Quality | Accountability | Purpose-Built | Resilience | Future-Driven






03
The Logo

This section outlines an overview of our brand, highlighting the unique qualities that set us apart in the market.

03
The Logo.

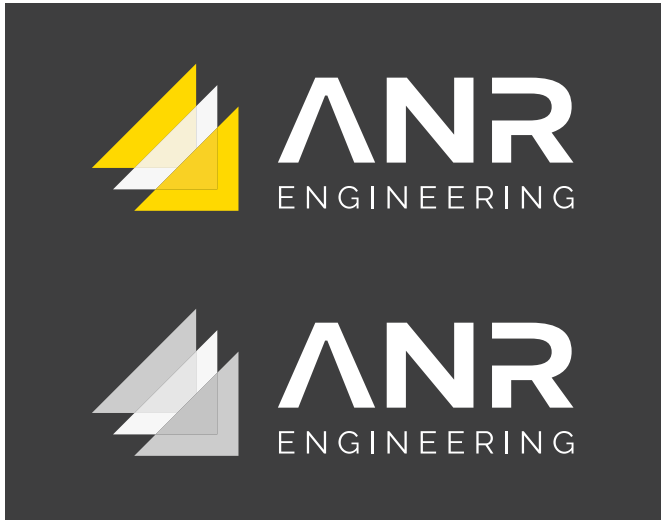
PRIMARY LOGO

The primary ANR Engineering logo is the key identifier of the brand and should be used consistently across all materials. Use the dark version on light or white backgrounds to maintain visibility and contrast.

Use the black or white logo when colour application is limited or when placing the logo over complex, coloured, or photographic backgrounds to ensure clarity and contrast. The light version should be used on dark or coloured backgrounds to ensure clarity and legibility. Always use the logo in its original form without distortion.



CHARCOAL VERSIONS



LIGHT VERSIONS

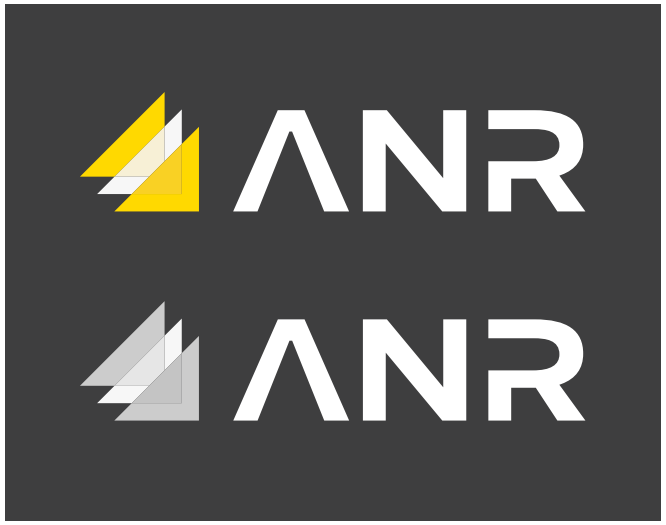
03
The Logo.

SECONDARY LOGO

The secondary logo removes the word ‘Engineering’ to create a simplified version that enhances legibility at smaller sizes or from a distance. It’s ideal for use on social media profiles, branded merchandise, and other applications where space is limited or visual clarity is key.



CHARCOAL VERSIONS



LIGHT VERSIONS

03
The Logo.

WORDMARK

In certain contexts, the wordmark may be used without the icon for clarity and versatility. This approach improves legibility at smaller sizes, supports a cleaner design in minimal layouts, and aligns with more formal or corporate applications. As brand recognition grows, the wordmark alone becomes a confident, recognisable asset.



CHARCOAL VERSION



LIGHT VERSION

03
The Logo.

LOGO MISUSE

It is important that the appearance of the logo remains consistent. the logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. It's orientation, colour and composition should remain as indicated in this document.



X RECOLOURING LOGO



X STRETCH/SQUEEZING LOGO



X OUTLINE LOGO



X VISUAL/3D EFFECTS



X DROP SHADOW



X GLOW EFFECTS

03
The Logo.

LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges.
This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.
Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



Print: 37 mm W
Digital: 140 px W

04
Visual Identity

The visual identity outlines the brand colours, fonts, font hierarchy, and key design elements to ensure consistent and professional communication across all materials.

04
Visual Identity.

BRAND COLOURS

This warm and balanced palette supports ANR's tone of voice; professional, trusted, and approachable. The colours have been chosen to soften the brand's presence without compromising on credibility, helping the identity feel confident yet welcoming across all touchpoints.

ANR YELLOW

RGB 242, 178, 0
CMYK 4, 32, 100, 0
#F2B200

GOLDEN HOUR
Gradient

GOLDEN YELLOW
RGB 249, 209, 40
CMYK 2, 16, 93, 0
#FAD129

ANR YELLOW

CHARCOAL STEEL

RGB 65, 64, 66
CMYK 0, 0, 0, 90
#414042

OFF-WHITE SAND

RGB 247, 244, 237
CMYK 2, 2, 5, 0
#F7F4ED

GREY

RGB 222, 222, 222
CMYK 12, 9, 9, 0
#DEDEDE

04
Visual Identity.

BRAND FONTS

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand. It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

The typography chosen for ANR Engineering is a combination of 2 primary font families. Host Grotesque was chosen for headings as it utilises unique shapes that are complimentary to the original aesthetic. Fustat was chosen for the body copy because it is a legible and simple font that is reflective of the brand's overall quality and image.

Aa

Host Grotesque Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Fustat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Fustat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

04
Visual Identity.

TEXT HIERARCHY

Text hierarchy guides the reader's attention through varying font sizes and styles, ensuring clarity and emphasis on key messages. The text styling below highlights the structure and flow of content.

Headings

ANR Engineering

Body Copy

Accum reptatia doluptat doloreribea vendi consedis aut ut plictemquiam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheadings

CONTACT US

CTA

anrengineering.com.au

Headings	Host Grotesque Extrabold Title Case | Tracking: Metrics 0
Body Copy	Fustat Regular Sentence Case | Tracking: Metrics 0
Subheadings	Fustat Bold Upper Case | Tracking: Metrics 0
Call To Action	Fustat Regular Sentence Case | Tracking: Metrics 0

04
Visual Identity.

GRAPHIC DEVICE

The graphic device is the brand icon, it had been designed to complement the brand and further extend it's visual language. This can be used on both flat and textured backgrounds.
The graphic device is intended to be used for marketing mediums such as; website, business cards, web banners, uniform and any major marketing collateral where required.





04
Visual Identity.

FRAMING ELEMENTS

The angled line is a key framing device in the ANR brand system. Extending horizontally before breaking into a sharp 45-degree angle, it reflects the precision and directionality central to ANR's work. This element can be used to section off text, anchor imagery, or guide visual hierarchy across layouts. Its clean, geometric form adds structure while reinforcing the brand's engineered aesthetic.

00
Heading



05
Brand Application

A representation of how the brand may look on different mediums of marketing collateral.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Mark Flexier
Blackwell Street
Alaska

14 September 2020
Stationery & Branding Mockup

Dear Human,

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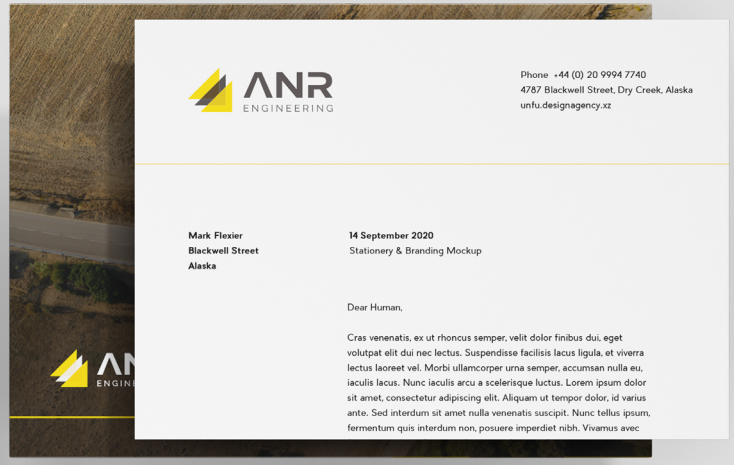
Regards.

Mark Flexier



ANR
ENGINEERING

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Mark Flexier
Blackwell Street
Alaska

14 September 2020
Stationery & Branding Mockup

Dear Human,

Cras venenatis, ex ut rhoncus semper, velit dolor finibus dui, eget volutpat elit dui nec lectus. Suspendisse facilisis lacus ligula, et viverra lectus laoreet vel. Morbi ullamcorper urna semper, accumsan nulla eu, iaculis lacus. Nunc iaculis arcu a scelerisque luctus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam ut tempor dolor, id varius ante. Sed interdum sit amet nulla venenatis suscipit. Nunc tellus ipsum, fermentum quis interdum non, posuere imperdiet nibh. Vivamus avec



ANR
ENGINEERING

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ANR
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ANR
ENGINEERING



ANR

Leaders in C
Constructio

This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

WHITE KEY MARKETING