



PEAK ACE®

Brandguide



About Peak Ace

Founded in 2007, Peak Ace AG is a digital marketing agency headquartered in Berlin, Germany. With more than 170 employees across its offices in Berlin, Paris and Nantes, the agency implements campaigns in over 25 languages at native speaker level.

Delivering unique digital experiences is at the core of Peak Ace's mission. Whether you require paid advertising (PPC), organic search (SEO), content marketing, or marketing technology services, Peak Ace is a leading expert in delivering customisable, tailored solutions for its clients. In this ever-changing landscape, the agency's digital strategy and AI solutions services enable it to leverage its cross-channel competences for its clients and achieve maximum efficiency in the process.

Uncompromisingly technology-driven, Peak Ace is a favourite among its high-profile clients and within the marketing industry itself. In 2023, Peak Ace was named SEO Agency of the Year at the European Agency Awards and Multi-Territory Agency of the Year, among other wins from various awards bodies on a national and international level. Peak Ace's remarkable working environment and ethos has also been commended multiple times, receiving a Global Agency Award for Best Agency Culture. The company boasts innovative, multi-award-winning campaigns, honoured with titles including Most Innovative Campaign, Best Pan European Campaign and Best Use of Search on both the national and global level.

Working closely with world-renowned brands such as, Airbnb, TUI, Sage, AutoScout24 and Luxair, Peak Ace has established itself as a confident market-leader thanks to its dedication to consistently delivering excellence.

Find out more about Peak Ace [on our website](#) or [on our socials](#).

Content

Logo

Colours

Gradient

Typography

Graphic Resources

Images

Website

Logo

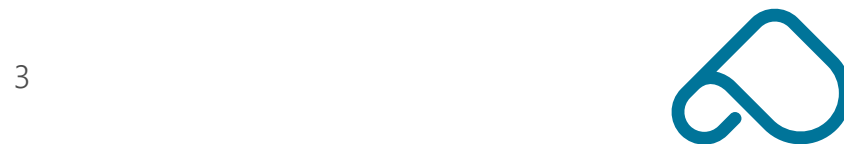
Symbol

At first, it looks like an abstract shape.

A deeper look reveals a combination of the letters P and A, the initials of our brand.



Logo Types



1 Suitable for horizontal spaces.

2 Suitable for horizontal & vertical spaces.

3 Logo symbol can be used without the wording.

Requirement: Brand must be visible by colour or style. The logo symbol needs space and must stand for itself.

Do's & Don'ts

Do's

1 Blue symbol & wording on a white background.

2 White symbol & wording on a blue background.

3 Black symbol & wording or inverted.

4 Black symbol & wording or inverted.

Don't

1 No effects.

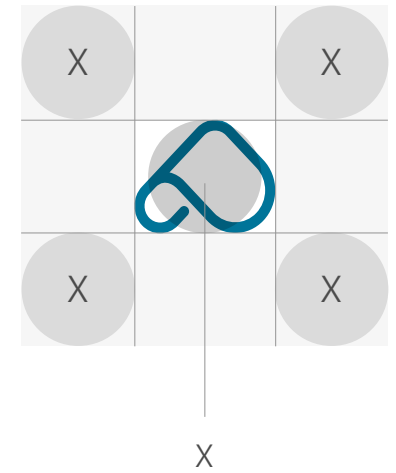
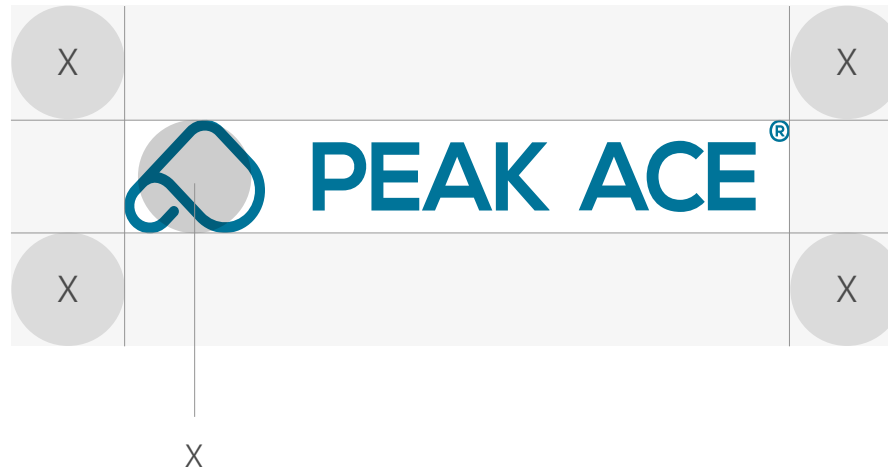
2 No other colour combinations.

3 No illegible logo on top of cluttered images.

4 No rotation.



Isolation Zone

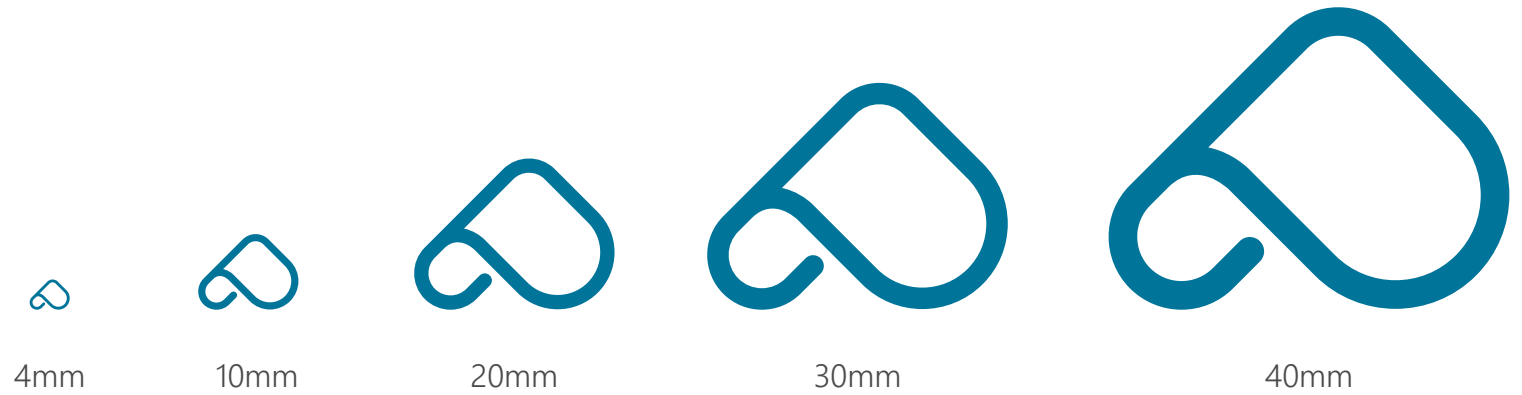


The isolation zone size is based on the logo height.

A larger isolation zone may be used.

Important: No images/text/borders/margins should be placed within this area.

Sizing



Minimum height

4mm in print or 12px on screen.

If a smaller size is needed, use the logo symbol as brand indicator.

Symbol Usage



Less visual branding combined with URL.

Useage: Presentations, Rollup banner,
business card, laptop case, etc.

Colours

Colours

Primary Colour

Headlines, sublines, elements

Secondary Colour 1

Highlight information, buttons, elements

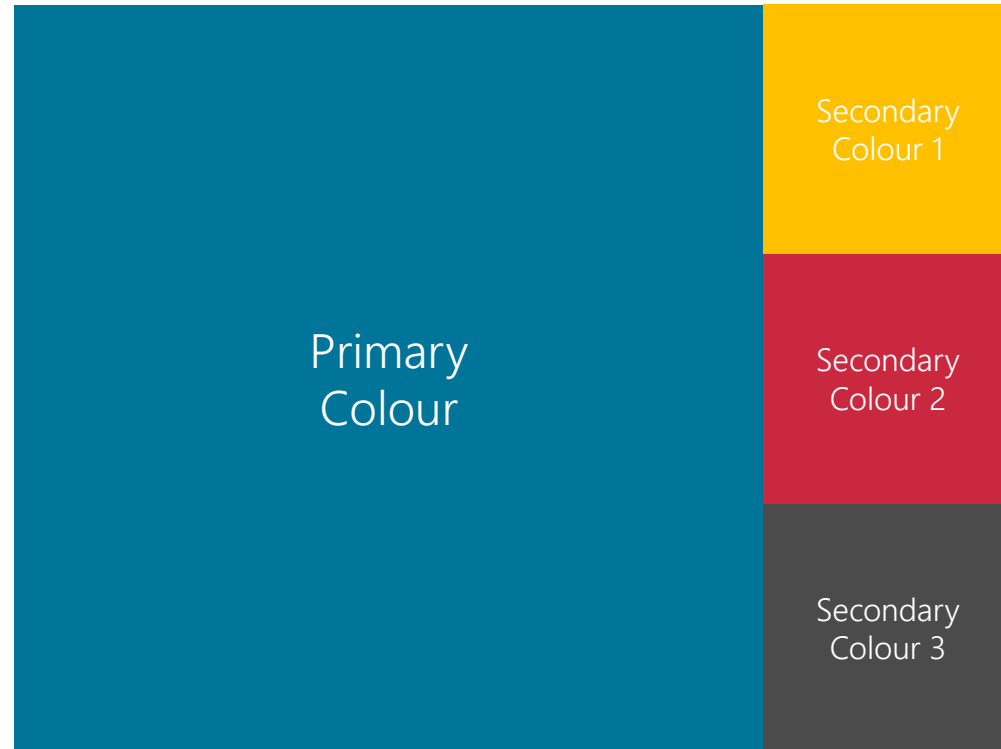
Secondary Colour 2

Highlight information, elements

Important: Use sparsely

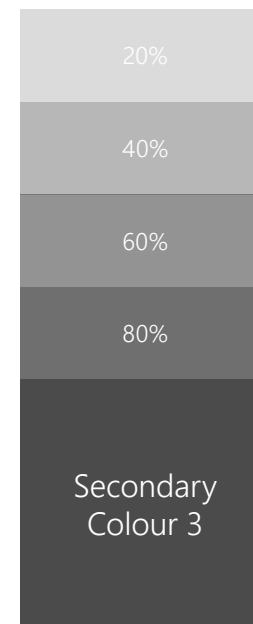
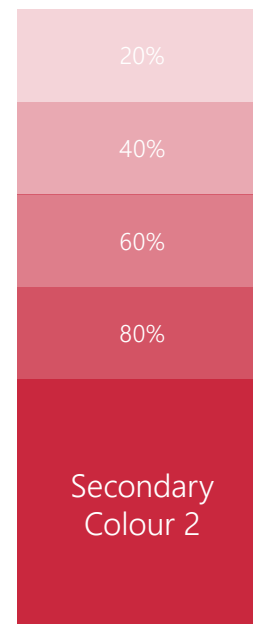
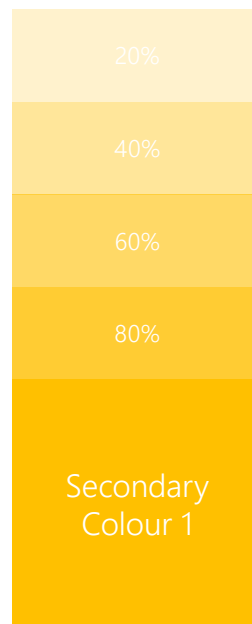
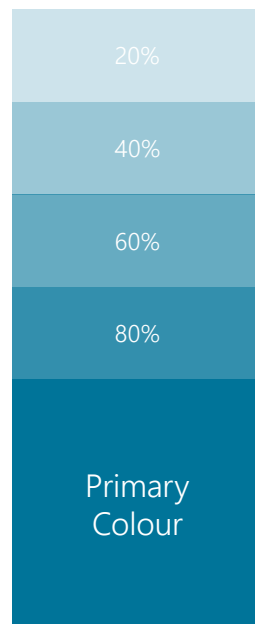
Secondary Colour 3

Copy, elements, buttons



Colours

Details



RGB
R0 G116 B153

HEX
#007499

CMYK
C100 M40 Y30 K0

Special Colour
Pantone 634C

RGB
R255 G192 B0

HEX
#FFC000

CMYK
C8 M36 Y92 K0

Special Colour
Pantone 124C

RGB
R201 G40 B62

HEX
#C9283E

CMYK
C14 M95 Y69 K4

Special Colour
Pantone 186C

RGB
R75 G75 B75

HEX
#4B4B4B

CMYK
C0 M0 Y0 K85

Special Colour
Pantone 425C

Screen

RGB or HEX

Print

CMYK or Special Colour

Tints can be used in 20% increments only.

Gradient

Mesh Gradient

Four colours in four corners. Highlight is the Peak Ace blue in the top left corner.

The mesh gradient enables areas to be visually highlighted.

Use the mesh gradient for backgrounds, dynamic compositions and bold visual-statements.

It's an important element for the visual highlighting of hero-images too.

Important: The mesh gradient should not be cropped. All four colours should be visible at all times.



Typography

Font

Segoe UI Light

Segoe UI Light Italic

Segoe UI Semilight

Segoe UI Semilight Italic

Segoe UI Regular

Segoe UI Italic

Segoe UI Semibold

Segoe UI Semibold Italic

Segoe UI Bold

Segoe UI Bold Italic

Segoe UI is a Windows developed sans serif font family with ten styles and cuts.

Ideal for web or print applications – for headlines and copy.

Title

Segoe UI Semibold, 36 pt, #007499

Subheadline

Segoe UI Semilight, 18 pt, #4B4B4B

Subheading

Segoe UI Semibold, 14 pt, #4B4B4B

Copy

Segoe UI Semilight, 14 pt, #4B4B4B

Highlight

Segoe UI Semilight Italic, 14 pt, #4B4B4B

Link

Segoe UI Semibold, underlined, 14 pt,
#007499

Line Spacing

150% of font size

Title lorem ipsum dolor sit

Subheadline lorem ipsum dolor sit amet

Subheading lorem ipsum dolor sit amet consetetur

Copy lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Highlight lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy.

[Link lorem ipsum dolor sit](#)

Typo

Web

Title

Segoe UI Light, 45 pt, #4B4B4B

Subheadline

Segoe UI Semilight, 22 pt, #4B4B4B

Subheading

Segoe UI Regular, 24 pt, #4B4B4B

Copy

Segoe UI Semilight, 18 pt, #4B4B4B

Highlight

Segoe UI Semilight Italic, 20 pt, #4B4B4B

Link

Segoe UI Semibold, underlined, 16 pt,
#007499

Line Spacing

150% of font size

Fall-back font

Arial

Title lorem ipsum dolor sit

Subheadline lorem ipsum dolor sit amet

Subheading lorem ipsum dolor sit amet consetetur

Copy lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.


*Highlight lorem ipsum dolor sit
amet, consetetur sadipscing
elitr, sed diam nonumy.*

[Link lorem ipsum dolor sit](#)

Example

Different text elements to show the applied typography rules.

The design depends on the content and can be adapted as required.



A long Headline, with more rows

Use this space for a even longer Subline for more content and necessary information.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis.

Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit.

Subheadline
Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing.

*A place for a long quote.
It pops out visually,
which is needed*

Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc.

3

Labels on the right side of the page: Title, Subheadline, Intro, Subheading, Copy, Quote, Page number

Business Card

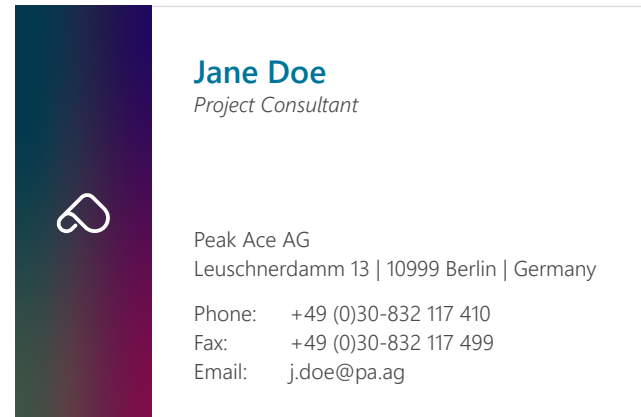
Front

Complete contact details, logo in the primary colour area.

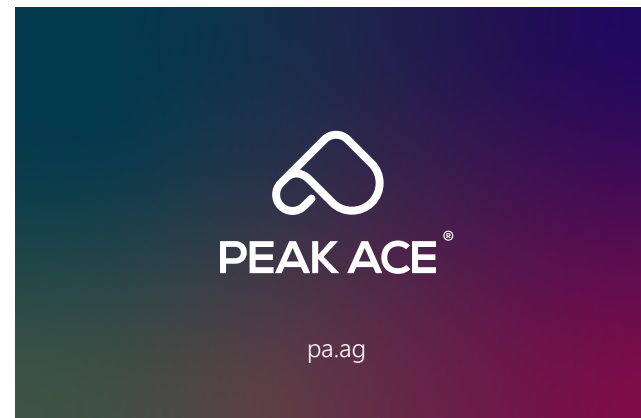
Back

Mesh gradient background with centred white logo symbol and URL.

Recommendation: Print on 300g/m², silk matt on both sides and partial UV gloss for a premium finish.



Front



Back

Business Letter

Page 1

All business information. Space for different content available.

Page 2

Logo in the bottom right corner.


PEAK ACE®

Peak Ace AG | Leuschnerdamm 13 | 10999 Berlin | Germany

Phone: +49 (0)30 - 832 117 400
Fac: +49 (0)30 - 832 117 499
Email: info@pa.ag
Web: www.pa.ag

Company
Mr./Mrs. XX
Street
Postcode City
Country (if non-DE)

Berlin, 28. Juli 2022

Subject 01192-08/B/mri

Dear Mr./Mrs. XX,

lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.


Sincerely

Peak Ace AG

Firstname Lastname
Position

Peak Ace AG Company Register Bank Account Board of Directors
Leuschnerdamm 13 Frankfurt am Main Deutsche Bank AG Bastian Grimm
10999 Berlin HRB 59810 IBAN: DE35 5007 0024 0137 0816 00 Chairman of the Supervisory Board
Germany VAT ID: DE296219050 BIC: DEUTDE33HAN David Ringrave

Page 1

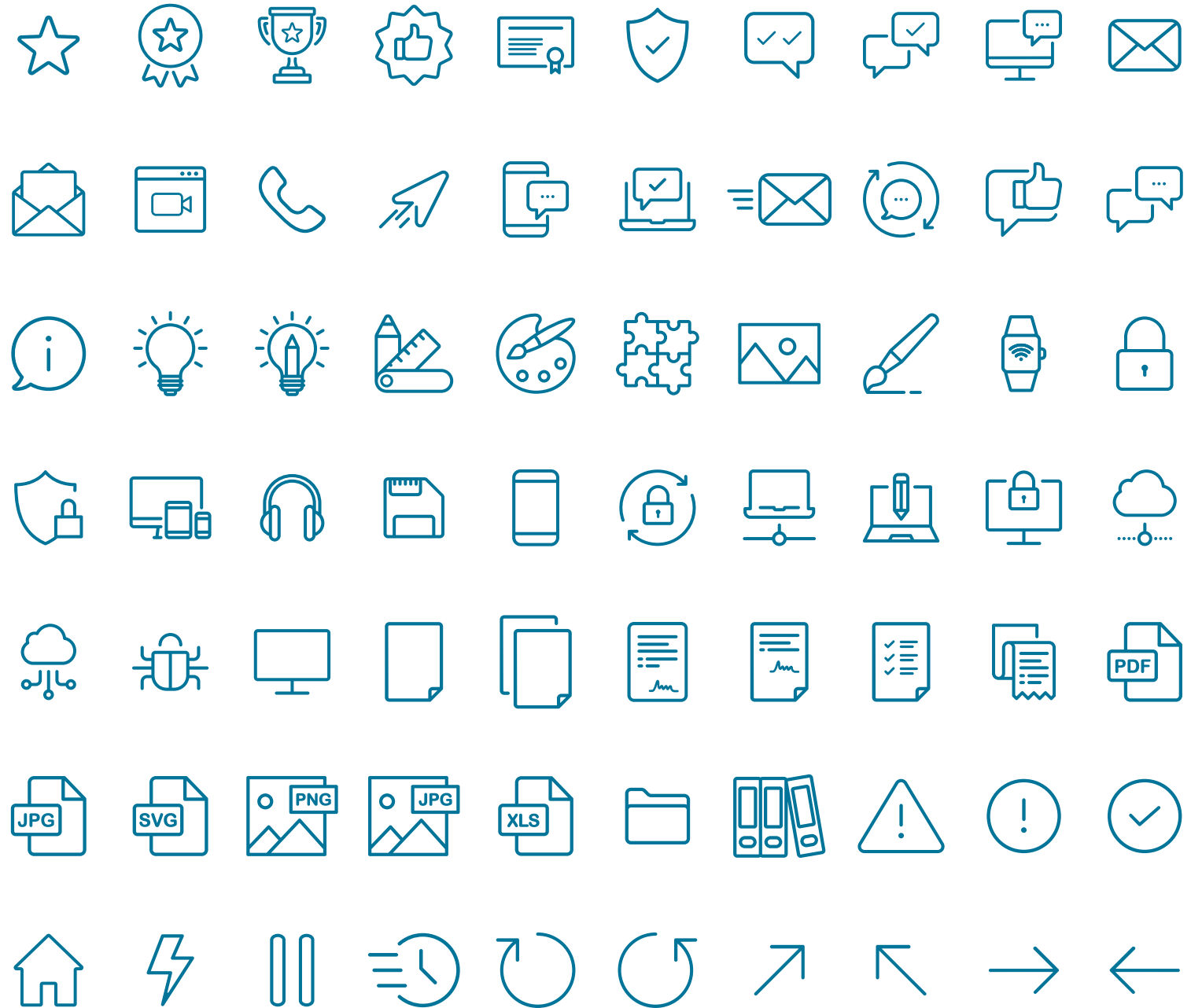


Page 2

Graphic Resources

Graphic Resources

Icon Set



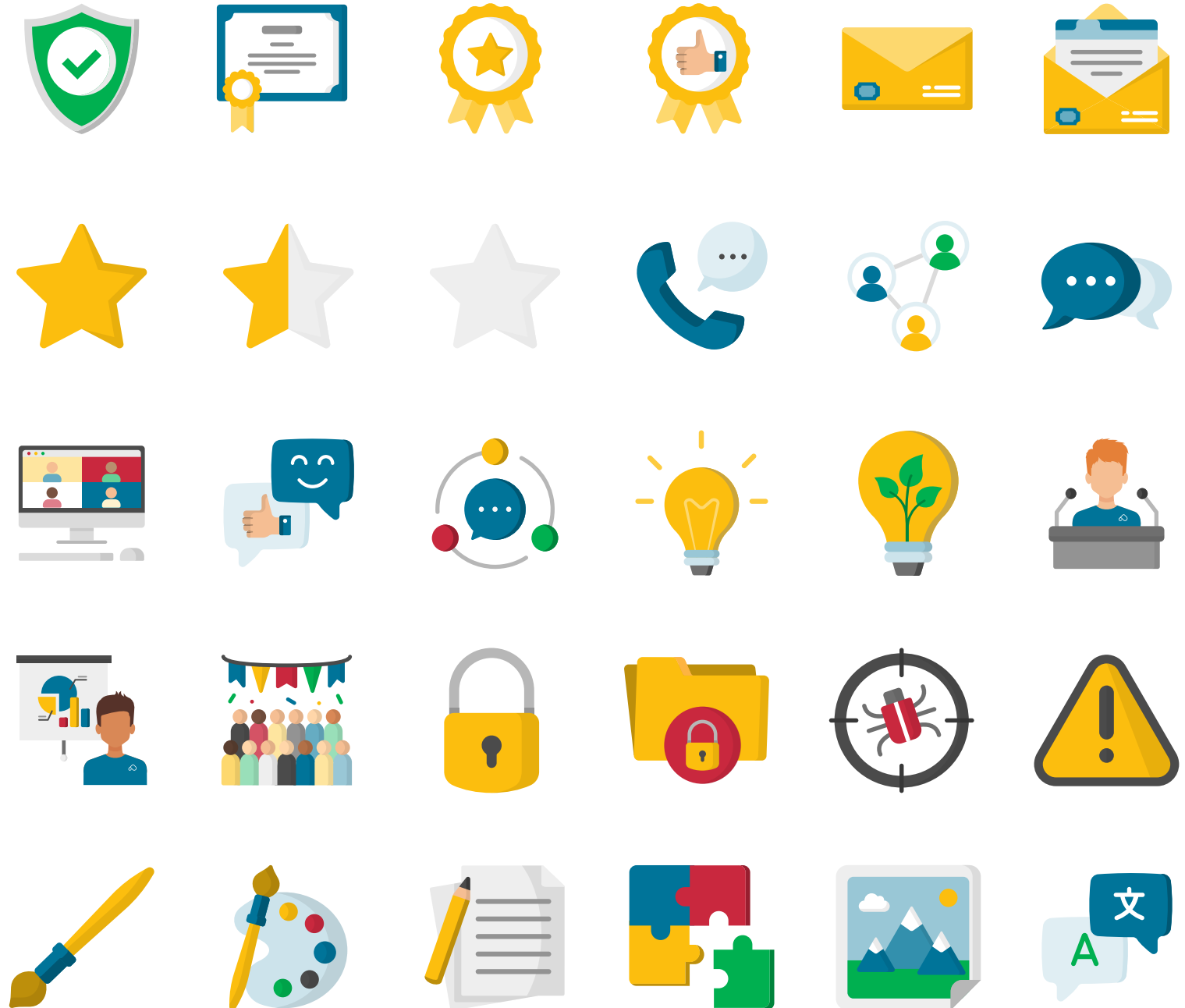
Outline icons with geometric rounded shapes and rounded corners.

Not allowed: Dropshadow effect, disproportional scaling, cropping, colour changes.

Available as part of the PowerPoint Graphic Resource file and single SVG files.

Graphic Resources

Illustration Set



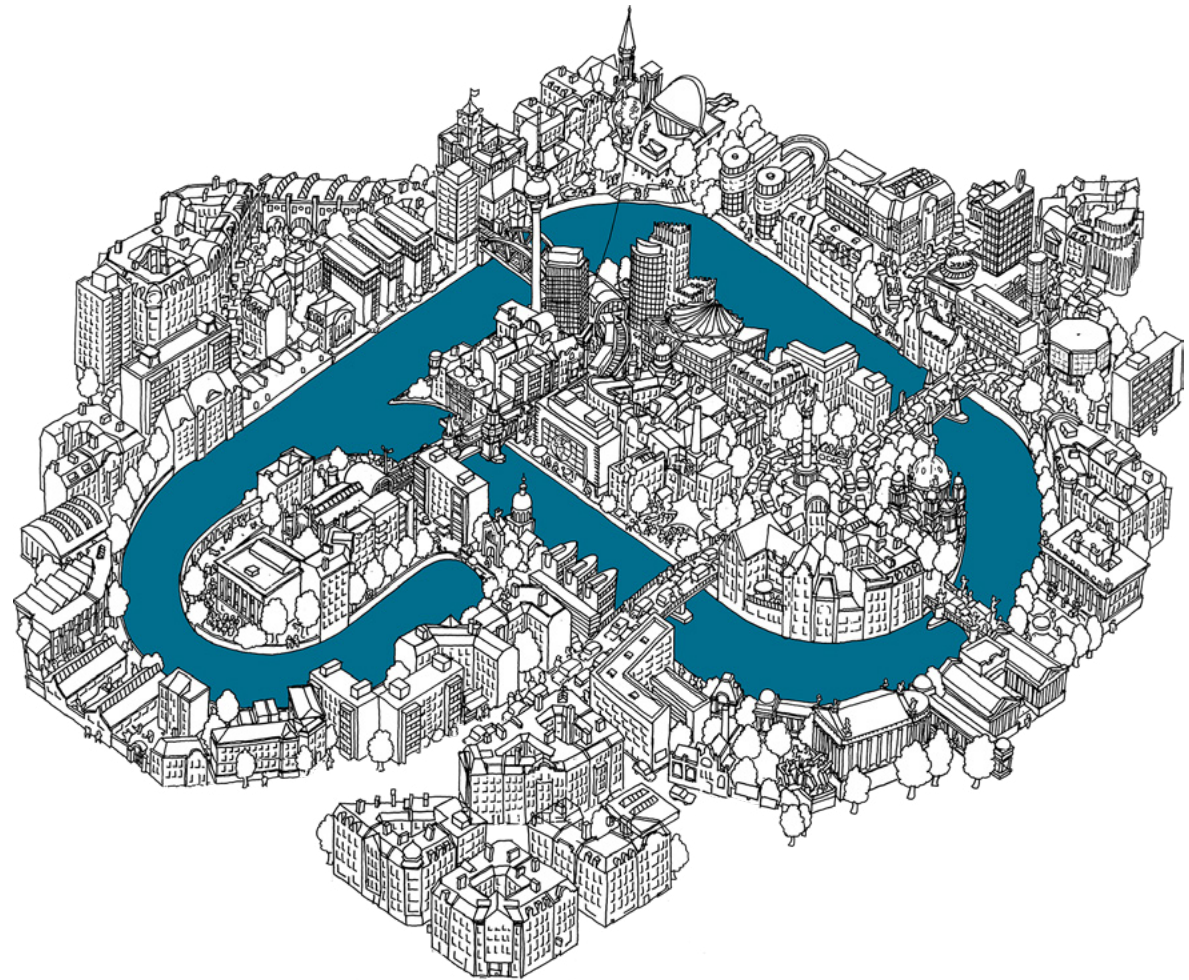
Full surface illustrations, using the Peak Ace colour palette.

Not allowed: Dropshadow effect, disproportional scaling, cropping, colour changes.

Available as part of the PowerPoint Graphic Resource file and single SVG files.

Illustration

Community



Smart and decent way for individual
Peak Ace branding.

It stands for creativity, personality and
local solidarity.

Use the illustration wisely.

Use cases: Give-aways like t-shirts, bags,
notebook cases, ...

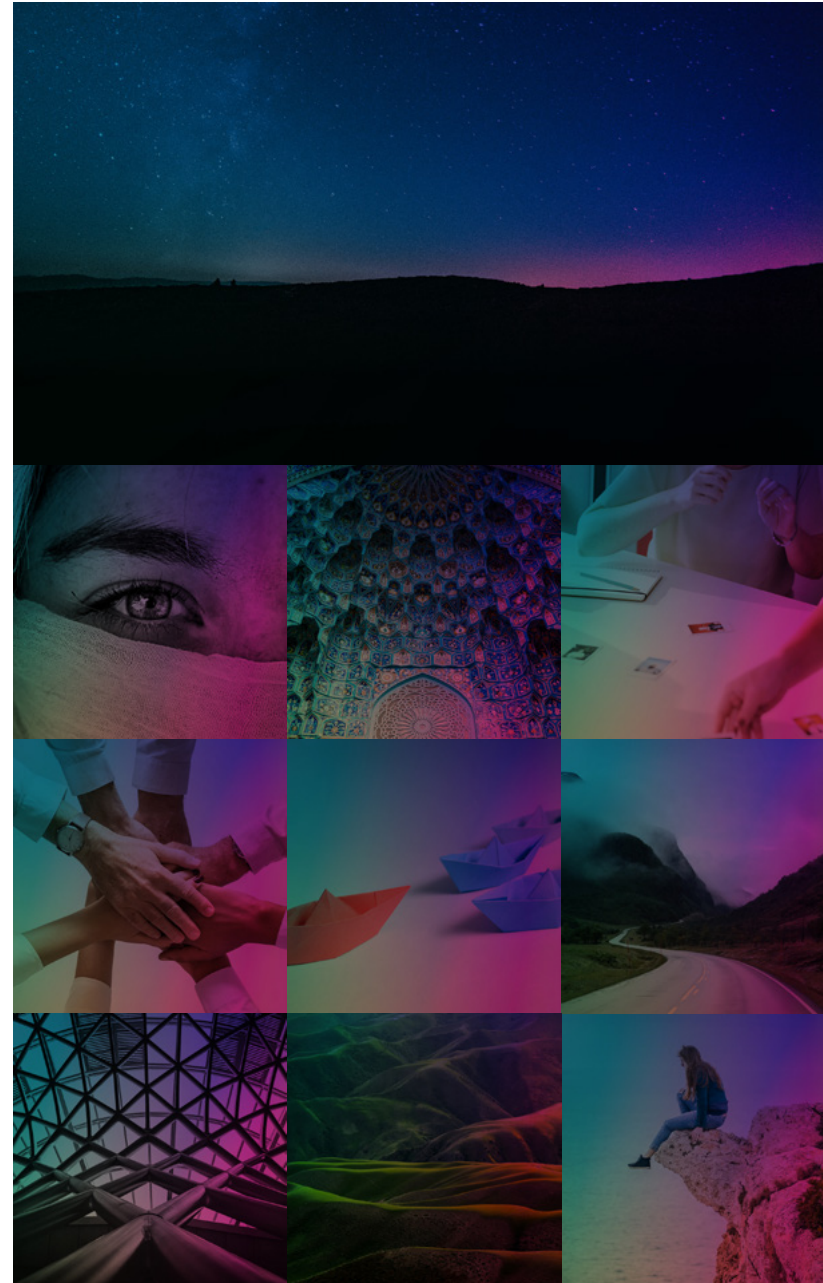
Images

Image world

Futuristic, linear, minimalist, aesthetic, luxurious, architectural.

A combination of images with added mesh gradient for more attention is recommended.

Important: Do not use images that look like typical stock images.



Website

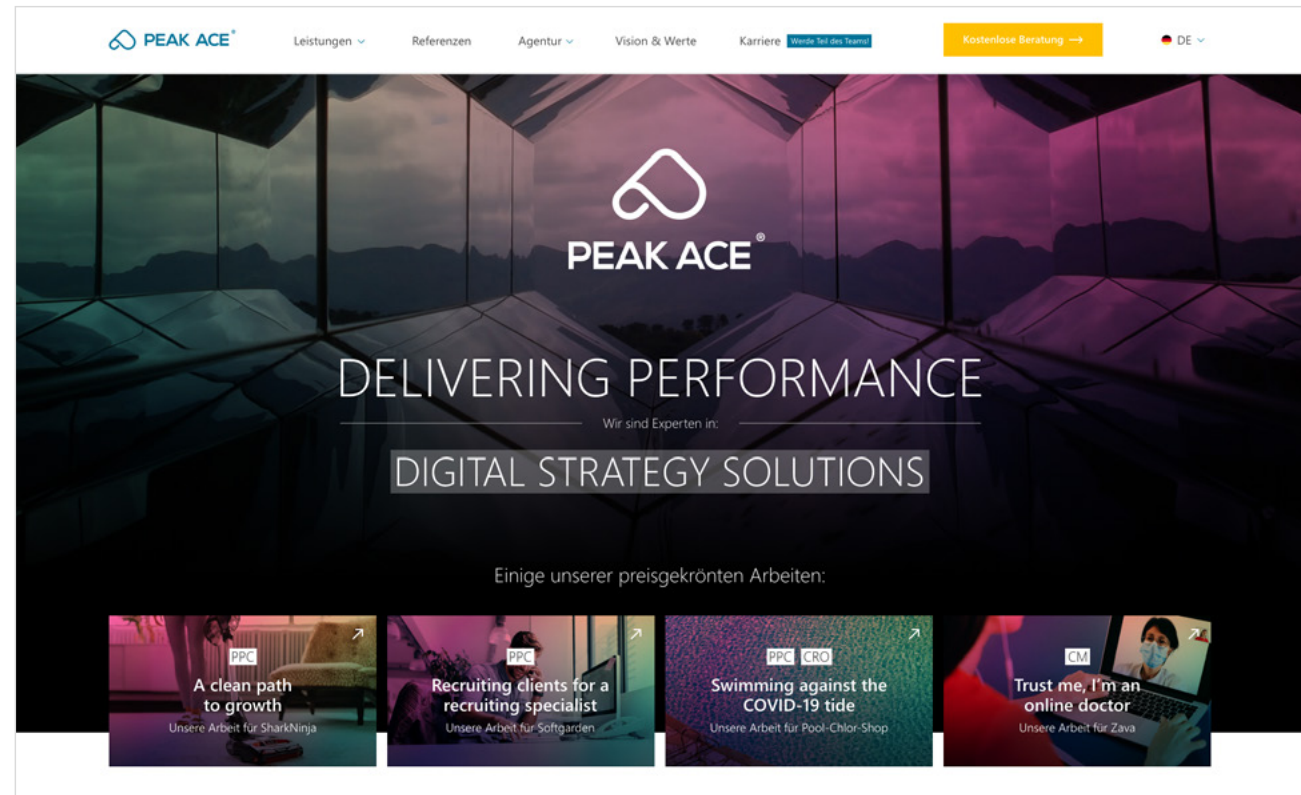
Website

peakace.agency

High-quality, dynamic and colourful branded representation of Peak Ace and our services with highlighted award-winning Case Studies.

The website uses macro animations for a more vibrant impression. Like a subtle zoom in teaser images, counting numbers and buttons with hover movement effects.

Mobile first design.



Contact us

If you need help using the brandguide, please contact
the Creative Team at creative@pa.ag.

