



**AnimaraTM
Studios**

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Brand Guidelines 2026



AnimaraTM
Studios

Introduction

Welcome to the Animara Studios Brand Guidelines, designed to provide a comprehensive framework for effectively representing our brand identity. These guidelines ensure consistency and coherence across all brand touchpoints, enabling us to communicate our values, personality, and unique offerings to our target audience.

Our brand guidelines empower us to connect with our audience, establish a strong presence, and tell our unique story. By maintaining consistency and adhering to these guidelines, we can cultivate trust, showcase our offerings, and foster loyalty. Let these guidelines be our compass as we build and evolve our brand, leaving a lasting impact on our audience.

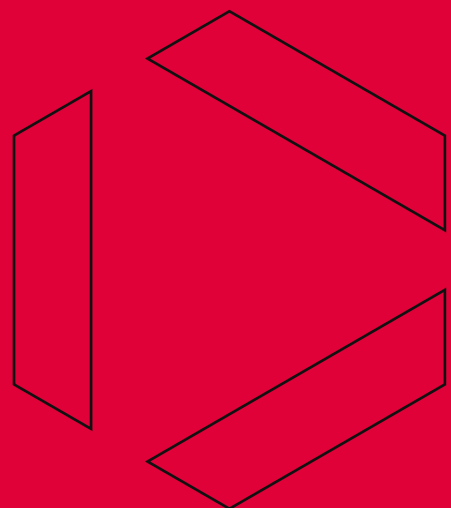


About Animara Studios

We're a UK-based agency; real faces, real conversations, and real stories. Our team's expertise spans the breadth of 2D and 3D animation and Web Design, coupled with knowledge of the latest AI tools. Together, we create content that influences.

Combined, our team have nearly 140 years of experience across editorial, marketing, animation, design, and content production.

Across their careers, our team have collectively delivered over 12,000 projects for more than 13,000 clients worldwide - bringing nearly 140 years of combined experience in editorial, marketing, animation, design and content production. Our expertise spans the entire spectrum of content production – from ideation to delivery and beyond.



Brand Values



| Clarity

Transforms complexity into understanding, ensuring every message is precise, transparent, and easy to grasp.

| Compliance

Delivers solutions that meet industry standards, prioritising accuracy and regulatory integrity in every project.

| Creativity

Combines analytical thinking with artistic innovation to craft engaging, original, and effective visual communications.

| Trust

Builds lasting partnerships through reliability, expertise, and a steadfast commitment to client success.

Tone of Voice



| Authority

Speaks with confidence and clarity, guiding decisions with well-founded expertise and unwavering conviction, but never arrogant.

| Calm

Delivers information with composure and reassurance, creating a sense of stability and trust, but never vague.

| Intelligent

Communicates insights with depth and precision, demonstrating expertise and thoughtful understanding, but never using jargon.

| Eloquent

Expresses ideas gracefully and persuasively, using clear, impactful, and refined language, but being authoritative, calm and intelligent.

Main Slogan

Why this line exists

This phrase positions Animara exactly where the industry is heading. The future of video and web creation is not one thing. It is the union of human imagination with intelligent systems, tools, and workflows. This slogan makes that idea unmistakable.

Why it works

- It is short and elegant.
- It signals hybrid creation without sounding technical or “AI obsessed”.
- It respects all three core pillars of your studio:
Human creativity. Technical craft. AI acceleration.
- It reflects the way your team really works.
- It is ownable and distinctive in the exact form presented.
- It avoids complicated wording and feels premium.

**Creativity +
Intelligence**

Brand meaning

Creativity + Intelligence represents Animara’s belief that the best work today comes from the merging of two minds.

The human mind.

The augmented mind.

It communicates clarity, confidence, and modernity in three words.

Secondary Slogan

Why this line exists

Clients want the benefits of AI and the security of human direction. You offer both. This line becomes the “AI reassurance” slogan. It gives clarity immediately. It eliminates fear. It positions Animara as grown-ups in a messy AI environment.

Why it works

- It reinforces trust.
- It signals quality and compliance.
- It differentiates your hybrid approach from cheap prompt-based production.
- It embodies your production philosophy:
- AI is not the creator. It is the instrument.
- It is versatile across web, pitch decks, and showreels.

**Directed by Humans.
Powered by AI.**

Brand meaning

This line moves Animara above the noise.
It makes one thing unmistakable.
You do not prompt. You direct.

Micro Slogan

Why this line exists

Every modern brand has one punchy, micro-style phrase for: Social tiles, Video end cards, Event banners, Email signatures, Internal identity. This is Animara's version. It is minimal, sharp, memorable, and flexible.

Why it works

- It reads like a stamp of authority.
- It captures Animara's total approach in two words.
- Creation is the craft.
- Revised is the new way of doing it.
- It acknowledges traditional animation and modern hybrid-AI evolution.
- It is subtle, confident, understated, and premium.

Creation. Revised.

Brand meaning

Creation. Revised. says that Animara does not just produce video. Animara rethinks how creation happens. It signals progress and reinvention without shouting.

How Slogans Work Together

These three lines operate like a brand ecosystem.

1. Creativity + Intelligence
2. The core identity. The big idea. The way you introduce the brand.
3. Directed by Humans. Powered by AI.
4. The differentiator. The AI stance. The trust builder.
5. Creation. Revised.
6. The aesthetic signature. The minimalist punchline.

They can be used independently or layered across campaigns, proposals, pitch decks, showreels, and the new website. Together they form one message:

**Animara creates with a modern mind.
Human at the helm. Intelligence in the engine.
A new way of producing world-class video, web, and animation.**



Logo Mark

The Animara Studios logo serves as the primary visual expression of the brand's promise to turn complexity into clarity. Set on a vivid red field chosen for its energy and immediacy, the mark is constructed from three precisely angled bars that form an abstract hexagonal frame. This stripped-back, geometric structure reflects the studio's commitment to premium, well-crafted work across 2D, 3D, and Hybrid-AI animation, as well as meticulously designed websites, where every line and decision is intentional.

At the core of the symbol, the negative space resolves into a right-pointing play button, directly referencing the language of screens, interfaces, and moving image. This embedded play icon signals Animara Studios' focus on high-quality animation and video production, suggesting that pressing "play" reveals work that is visually striking, narratively clear, and strategically considered.

It encapsulates the studio's role in guiding viewers from complex ideas to immediate understanding, mirroring how explainers, product demos, and data visualisations translate intricate topics into accessible visual stories.



The logo's minimal, confident geometry also echoes the studio's production philosophy: a blend of human creativity and cutting-edge AI, channelled through an efficient, carefully gated process. Its balanced proportions and generous negative space communicate control, reliability, and room for imagination - qualities that underpin Animara's promise to deliver stunning visuals on time, on budget, and with human soul. Used consistently, this mark should stand as a shorthand for Animara Studios' multidisciplinary expertise, its meticulous customer care, and its dedication to crafting visual narratives that help clients demonstrate the value of their ideas without ambiguity.

Logo Type

The Animara Studios logotype is set in Helvetica Now, chosen for its clarity, versatility, and contemporary character. The clean, rational letterforms echo the studio's promise to turn complexity into clarity, ensuring the name remains legible and confident across digital, print, and motion applications. Consistent use of this typeface reinforces a sense of precision and professionalism that aligns with Animara's premium 2D, 3D, and Hybrid-AI animation, as well as its web design work.

AnimaraTM Studios

The logotype is typically presented in a single weight, with careful attention to spacing and alignment to maintain visual balance when paired with the symbol. Helvetica Now's refined geometry and neutral tone allow the Animara voice to remain calm, authoritative, and human, even when supported by advanced AI workflows. Used consistently, the logotype functions as a clear verbal counterpart to the symbol, embodying the brand's focus on readable storytelling, structured processes, and visually coherent communication.

Logo Lockup

The Animara Studios logo lockup combines the symbol and logotype into a single, balanced signature that should be used as the default brand mark. The geometric red symbol sits to the left, forming an abstract hexagonal frame whose negative space creates a right-pointing play button, signalling the studio's expertise in high-quality animation and video production. Its bold colour and angular construction convey energy, precision, and forward motion, echoing Animara's promise to move clients from complexity to clarity.



To the right of the symbol, the stacked “Animara Studios” logotype is set in Helvetica Now, with “Animara” on the first line and “Studios” aligned directly beneath it. The generous spacing between symbol and type ensures legibility while visually linking the mark to the studio's calm, confident voice. This horizontal lockup is optimised for primary brand applications—websites, presentations, video frames, and documents—where it should appear unchanged, preserving clear hierarchy, proportional relationships, and a strong, unified presence.

Clear Space



A minimum clear space equal to the height of the capital “A” in “Animara” should be maintained on all sides of the logo, separating it from text, imagery, or layout edges. This breathing room protects the integrity of the mark and reinforces Animara’s promise of clarity and precision. The logo should not be centred over dense content, placed too close to borders or UI elements, or used as a background motif; any decorative or illustrative elements must always support, rather than compete with, the logo’s visibility.

Minimum Size



**AnimaraTM
Studios**



- 1.0 inch
- 25.4mm
- 64px

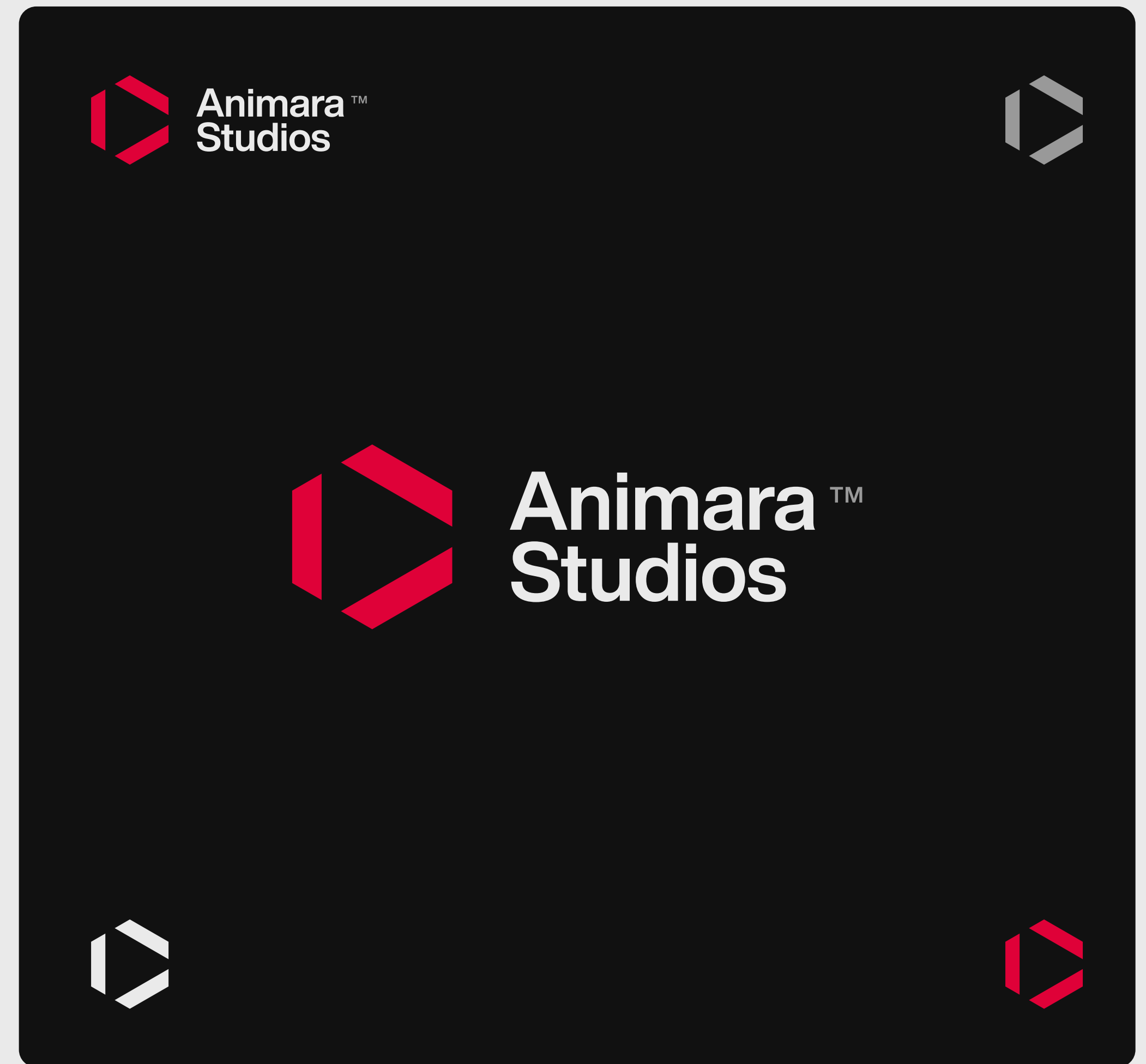
The Animara Studios logo is optimised for use at sizes that preserve clarity, legibility, and the integrity of its negative-space play symbol. For print applications, the logo must never appear at a height smaller than **1 inch / 25.4 mm**, ensuring that both the symbol and Helvetica Now logotype remain crisp and readable in all standard collateral. For digital applications, the minimum height is **64 px**, which maintains the visibility of internal shapes, letterforms, and overall hierarchy on screens.

Using the logo below these thresholds risks losing the subtle geometry that communicates Animara's focus on premium animation and clear storytelling. When smaller marks are required, alternative assets such as the standalone symbol may be considered, provided they respect the same principles of legibility and visual balance. Whenever possible, the logo should be used at sizes larger than the stated minimums to maximise impact and uphold the brand's commitment to quality and precision.



Logo Placement

The logo placement guidelines ensure the Animara Studios mark remains clear, consistent, and recognisable across all applications. Whenever possible, the primary horizontal lockup (symbol plus stacked logotype) should appear in a prominent position, typically aligned to the top-left or bottom-left corner of layouts such as websites, presentations, documents, and video frames. The logo should never feel like an afterthought: it must sit on a calm, uncluttered area of the composition so that the negative-space play symbol and Helvetica Now logotype remain immediately legible.



Logo Variations



Key Visuals

The Animara Studios key visuals extend the core logo language into flexible brand assets that support layouts, motion, and on-screen storytelling. The primary key visual is a single red bar taken from the main symbol, used as a standalone geometric element. Scaled and cropped, this bar can frame content, underline headlines, or create directional movement across compositions, echoing the brand's focus on guiding audiences from complexity to clarity. It should always retain its original angle and proportion, functioning as a structural device rather than decorative noise.

A secondary key visual is the wireframe version of the logo, which reveals the underlying geometry and negative-space play button. This outline treatment is reserved for more atmospheric or conceptual applications—such as title cards, section dividers, or motion overlays—where it can sit behind text or imagery at reduced opacity. Together, the bar and wireframe mark provide a coherent visual toolkit that reinforces the brand's precision, technical craft, and cinematic approach without competing with the primary logo.



Brand Colours



HEX: #DF0139

Cyan: 0
Magenta: 99.55
Yellow: 74.44
Black: 12.55

Pantone: 199C

Crimson Red

HEX: #EAEAEA

Cyan: 0
Magenta: 0
Yellow: 0
Black: 8.24

Alabaster Grey

HEX: #999999

Cyan: 0
Magenta: 0
Yellow: 0
Black: 40

Olive Grey

HEX: #5C5C5C

Cyan: 0
Magenta: 0
Yellow: 0
Black: 63.92

Charcoal

HEX: #111111

Cyan: 0
Magenta: 0
Yellow: 0
Black: 93.33

Onyx

Secondary Colours



We use them for notifications, to show validated information, emphasise wrong or unsuccessful actions, and other UI/UX-related events like mouse-over effects, borders, printable versions.

Jonquill

#FFCC00

Princeton Orange

#FF9500

Vermilion

#FF3B30

Iris

#5856D6

Malachite

#4CD964

Main Typeface



Helvetica® Now

Helvetica® Now is a new chapter in the story of perhaps the best-known typeface of all time. Available in three optical sizes—Micro, Text, and Display—every character in Helvetica Now has been redrawn and refit; with a variety of useful alternates added. It has everything we love about Helvetica and everything we need for typography today. This is not a revival. This is not a restoration.

Aa / 128

Bb / 96

Cc / 64

Dd / 48

Ee / 36

Ff / 24

Secondary Typeface



Inter

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc. The Inter project is led by Rasmus Andersson, a Swedish maker-of-software living in San Francisco. To contribute, see github.com/rsms/inter

20 / Video is the world's most powerful communication tool. It's faster, clearer, and more memorable than anything else – and we make it effortless for you to use.

18 / Video is the world's most powerful communication tool. It's faster, clearer, and more memorable than anything else – and we make it effortless for you to use.

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Illustration & Photography



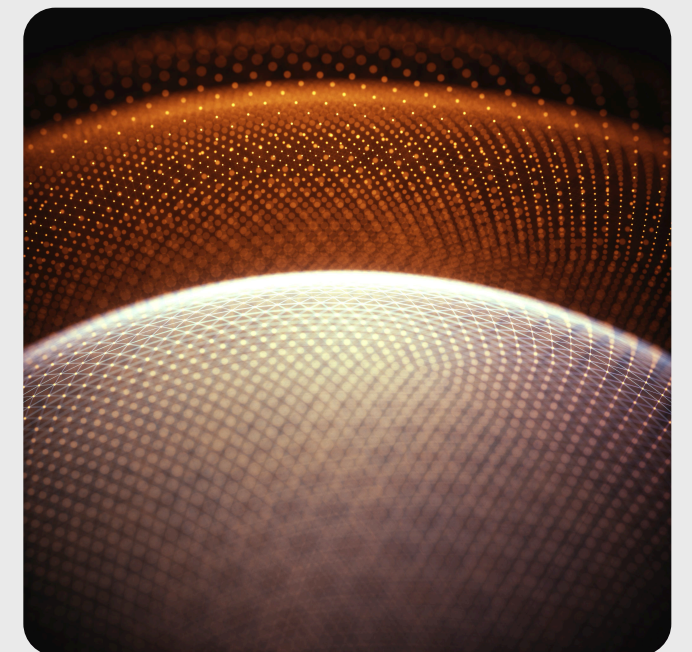
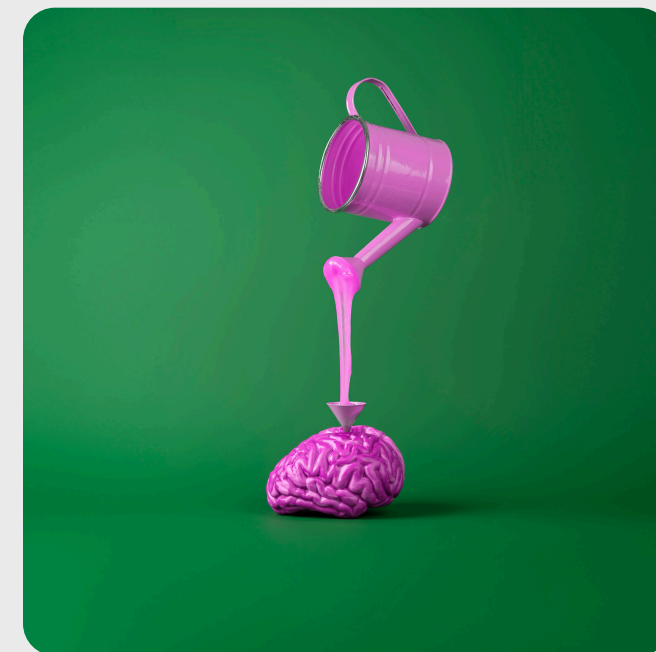
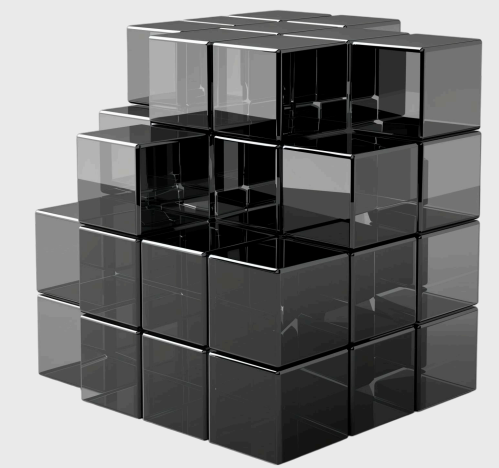
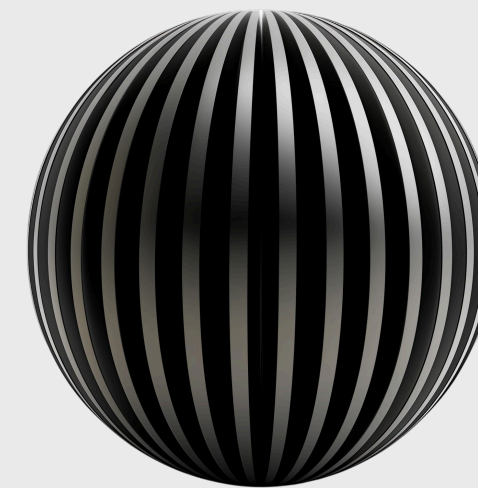
Illustration style

Illustrations should be clean, geometric, and minimal, often drawing from the logo's angular bar and hexagonal forms as a structural motif. Use flat or very light shading, limited colour palettes anchored in Animara red, black, white, and neutrals, and avoid excessive detail or visual noise. Characters and scenes, where used, should feel considered and cinematic rather than cartoonish: clear silhouettes, simple shapes, and compositions that help explain a concept or process rather than decorate a page. Illustration is primarily a tool for visualising abstract ideas (workflows, data flows, complex systems) and should always support the narrative or messaging.

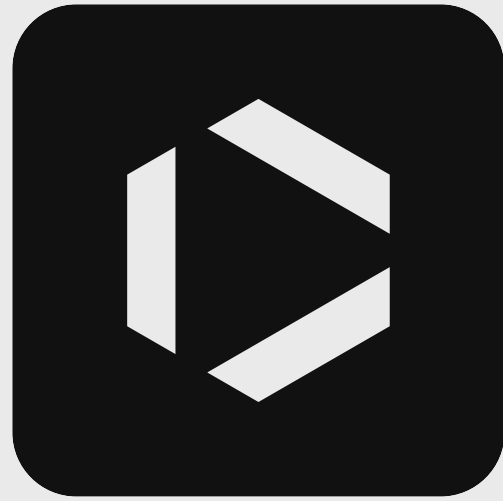
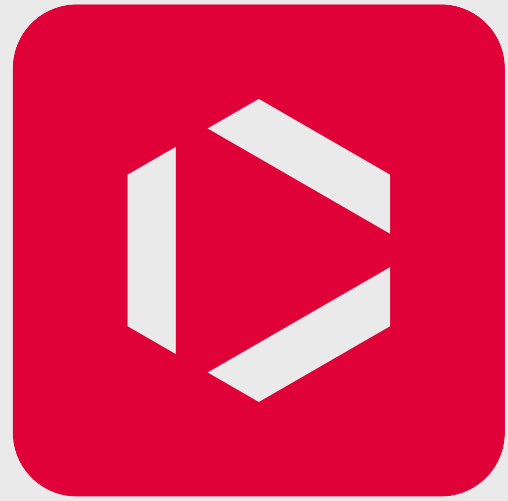
Photography style

Photography should feel cinematic, focused, and human. Preferred imagery includes: close, thoughtful portraits of people at work; candid collaboration scenes; and refined macro or environmental shots that suggest technology, precision, and craft. Lighting should be controlled and contemporary (soft directional or high-contrast), with a bias toward clean, uncluttered backgrounds and strong compositions that leave space for type or key visuals. Avoid generic stock imagery, exaggerated emotions, or overly busy scenes; every image should contribute to a sense of intelligence, trust, and premium production quality.

Illustration & Photography



Social Media



Facebook Cover



LinkedIn Cover



X Cover



Stationary & Infographics



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Welcome to the Animara Studios comprehensive framework for These guidelines ensure consistency across all touchpoints, enabling us to communicate our unique offerings to our target audience.

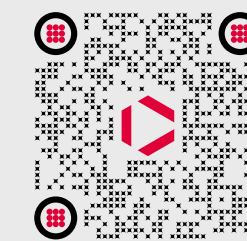
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impact on our audience.

elines, designed to provide a consistent representation of our brand identity. Consistency across all brand touchpoints, including values, personality, and



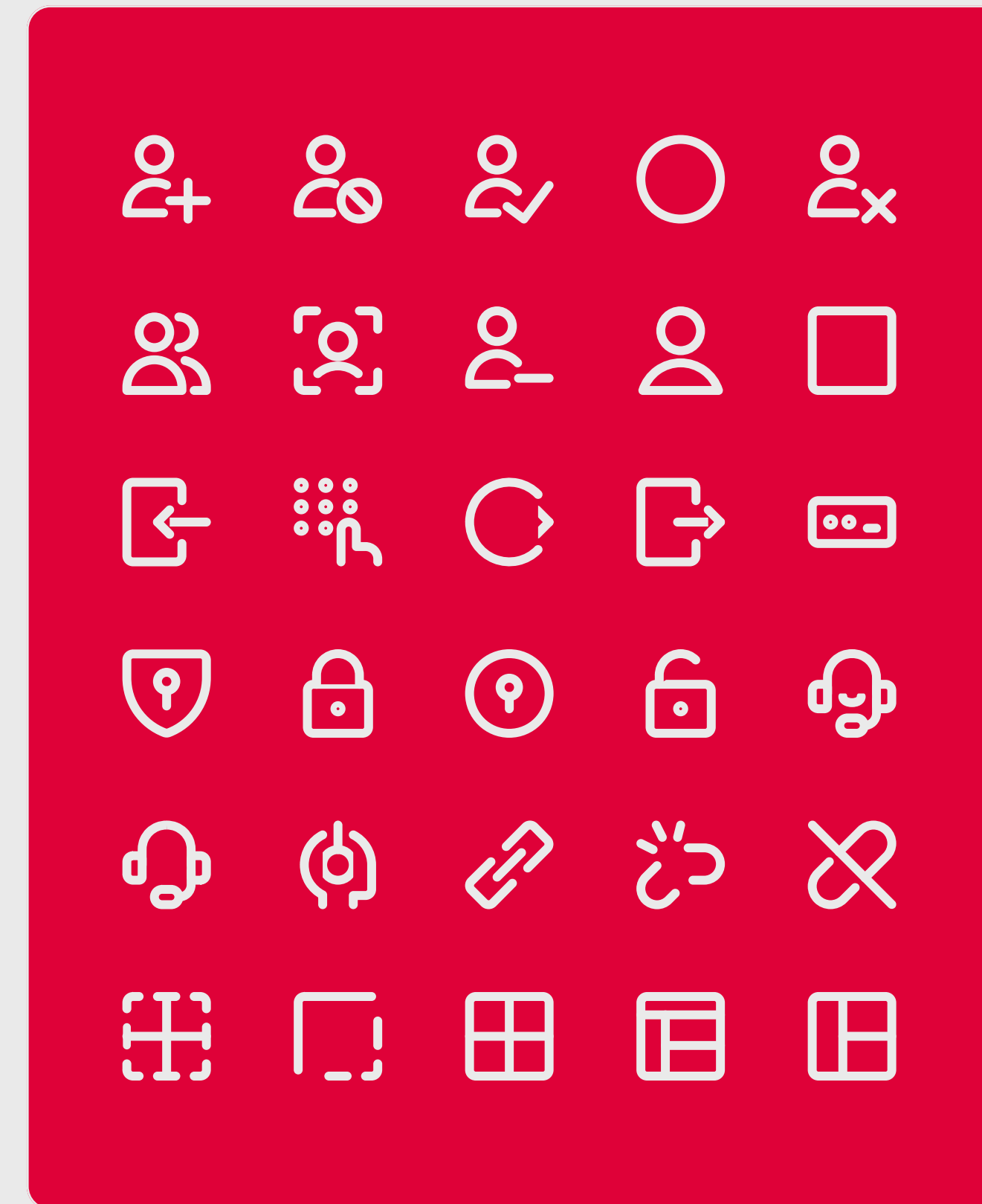
Simon Jones
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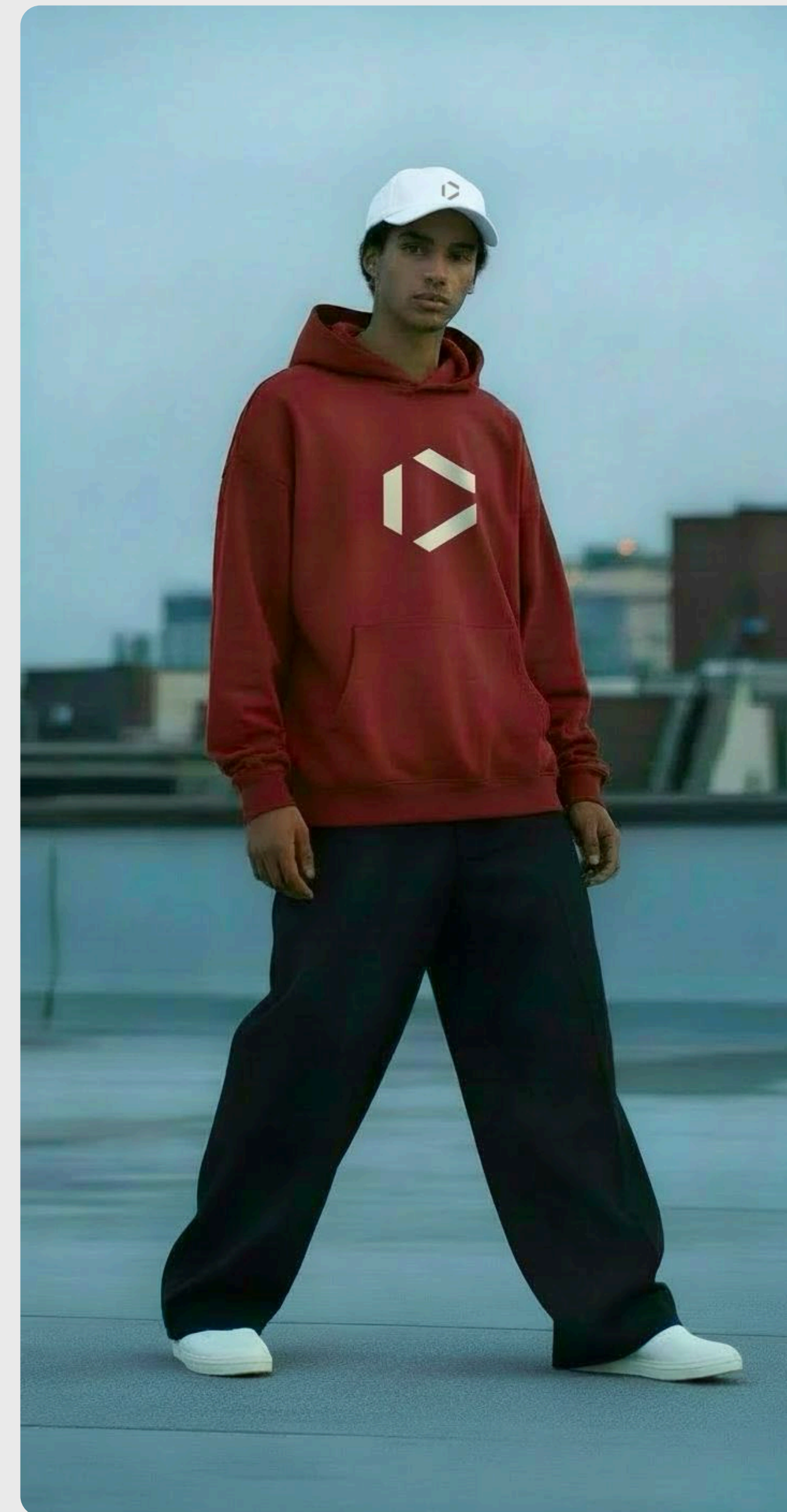
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Web: animarastudios.com

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Stationary & Infographics



Brand Collaterals



Brand Collaterals



Brand Collaterals



Governance & Usage Rules

The Animara Studios brand is a strategic asset and must be managed deliberately. This section defines who can use the brand, how decisions are made, and what is required to keep every execution consistent.

1. Brand ownership and responsibility

- Overall responsibility for the brand rests with the Creative Director (or designated Brand Lead), who is the final point of approval for all major brand expressions (logo changes, new visual systems, large campaigns).
- Day-to-day implementation is managed by the Design/Marketing team, who ensure that all materials follow this manual and that any external partners are correctly briefed.
- Any deviation from these guidelines—new logo treatments, new colour uses, new motion behaviours—must be approved in writing by the Brand Lead before production.

2. Access to brand assets

- Official logo files, key visuals, templates, and type licenses are stored in a central, version-controlled location (internal server or brand portal).
- Only these master files may be used; downloading logos from the website, screenshots, or recreating artwork is not permitted.
- External collaborators (agencies, animators, developers, freelancers) receive a curated asset pack and the relevant sections of the brand manual, along with a named internal contact for questions.

3. Usage permissions

- The brand may be used by clients and partners only in the context of approved collaborations, case studies, or joint announcements.
- Any third-party use of the logo (e.g., “Our Clients” pages, event sponsorships, press) must be cleared by the Brand Lead, with final artwork checked for colour, size, placement, and clear space compliance.
- The logo and name cannot be used in ways that imply ownership, endorsement, or partnership where no formal agreement exists.

4. Co-branding and partner layouts

- In co-branded situations, Animara Studios should appear equal to or secondary to the client brand, depending on context, but must always remain clearly legible.
- Minimum clear space and minimum size rules continue to apply; partner logos must not intrude into Animara’s clear space or distort its proportions.
- When multiple partner marks are present (e.g., consortiums, events), all logos should be aligned on a single baseline or grid, with Animara’s logo reproduced only in approved colour variants.

5. Non-permitted modifications

The Animara Studios logo, logotype, and key visuals must never be:

- Redrawn, stretched, compressed, rotated, or skewed.
- Recoloured outside the approved palette, given outlines, drop shadows, glows, or other effects.
- Placed on backgrounds that compromise contrast (busy photography, low-contrast colours) or used as a texture/pattern.
- Combined with unapproved taglines, typefaces, or symbols to create “new” logos or lockups.

6. Review and compliance

- All new campaigns, large documents, and flagship video pieces must undergo a simple brand check before release: logo usage, typography, colour, motion behaviour, and tone of voice.
- Issues or edge-cases (new platforms, unusual formats, experimental executions) should be documented and, where useful, added as examples to future versions of the manual.
- The Governance section should be reviewed annually to reflect changes in services (e.g., new AI workflows, new markets) while keeping the core identity stable.

These rules are designed to protect the coherence and equity of the Animara Studios brand while giving creatives enough room to build expressive, high-quality work on top of a stable foundation.

AI & Asset Creation Standards

The Animara Studios brand is built on the combination of human creativity and cutting-edge AI. These standards ensure that AI is used in a way that enhances quality, protects clients, and keeps all outputs on-brand.

1. Principles for AI use

- AI is a supporting tool, not a replacement for human judgement. Every AI-assisted asset must be conceptualized, directed, and approved by a human creative lead.
- AI is used primarily for ideation, exploration, and efficiency (moodboards, concept frames, variations, layout suggestions), not as an uncontrolled generator of final brand assets.
- All work must respect legal, ethical, and platform-specific restrictions: no use of AI models that infringe copyright, replicate living individuals without consent, or generate misleading or harmful content.

2. Where AI is allowed

- Visual development: early concept art, style exploration, lighting/mood studies, alternative compositions, and background ideas.
- Productivity: clean-up passes, interpolation, inbetweening support, upscaling, or automating repetitive layout tasks where a human reviews the result.
- Content support: script variations, tagline options, or structural outlines for treatments, always rewritten and refined by a human writer before client use.

3. Where AI is restricted or not allowed

- Final logo, logotype, and core brand elements must never be AI-generated or altered by generative tools.
- Character designs, hero scenes, and key brand illustrations must be primarily human-crafted; AI may only assist as a reference tool.
- AI may not be used to mimic or clone proprietary styles of other studios, artists, or brands, or to recreate copyrighted characters, footage, or music.

4. Quality control and human review

- Every AI-assisted asset must pass a three-step review:
 - a. Creative integrity (does it align with the brief, story, and brand personality?).
 - b. Visual standards (composition, readability, alignment with Animara’s illustration, typography, and colour rules).
 - c. Legal/ethical safety (no IP infringements, bias, or inappropriate content).
- If an asset fails any step, it is either reworked manually or discarded; AI outputs are never used “as is” for client-facing work.

5. Documentation & reproducibility

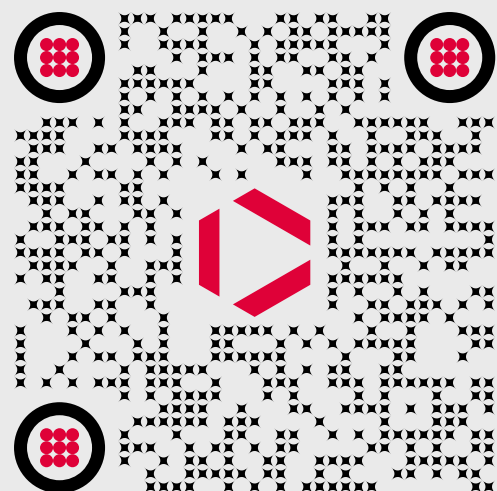
- Key AI-assisted deliverables (for example, a look that could be reused in a series) should have documented settings: tools, models, prompts, seeds, and any manual post-processing steps, so the look can be consistently reproduced or updated.
- File naming and folder structures must distinguish between:
 - _AI_EXP (explorations, not for delivery)
 - _AI_BASE (AI-assisted starting points)
 - _FINAL (approved, human-finished assets).

6. Client transparency

- For larger projects or ongoing partnerships, proposals and decks should briefly explain how AI is used in the pipeline—highlighting benefits (speed, variation, exploration) and the safeguards (human oversight, quality control).
- If required by the client or sector (e.g., regulated industries), Animara can flag which stages included AI assistance, while emphasising that all final outputs are curated, refined, and approved by experienced creatives.

These standards ensure AI strengthens Animara Studios’ promise—delivering premium, clear, and trustworthy visual storytelling—without diluting craft, ownership, or brand consistency.

Contact Animara



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