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BRAND PROTOTYPE
FEBRUARY 2022

Brand Guide

The LanzaTech Brand is a living system that will grow and evolve as the brand does. Please use this document as a guide, not a rulebook. It helps shape the words and pictures that make up the LanzaTech family of brands by providing cues for the creators that speak for the brand.

Brand foundations

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BRAND PROTOTYPE
FEBRUARY 2022

Brand Foundations

1

Brand Manifesto

A declaration of LanzaTech's
purpose, values and ambitions.



ABOUT LANZATECH

LanzaTech believes that we have enough carbon above ground to make everything we need



Our Vision

A circular carbon economy

Our Mission

Recycle carbon with biology

Category

Carbon capture & utilization (CCU)

Our Descriptor

The (carbon recycling) company transforming waste carbon into sustainable raw materials



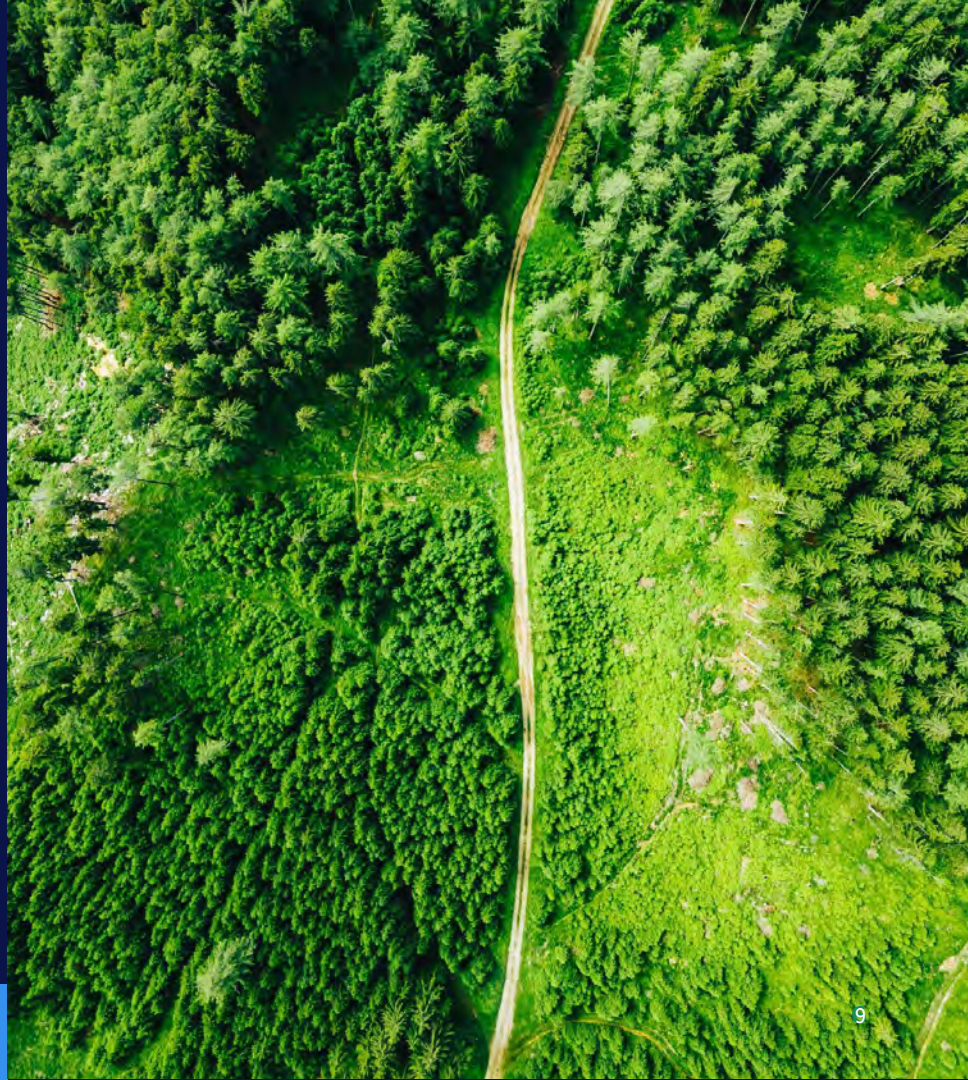
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BRAND PROTOTYPE
FEBRUARY 2022

Visual Foundations

2

Logotype System

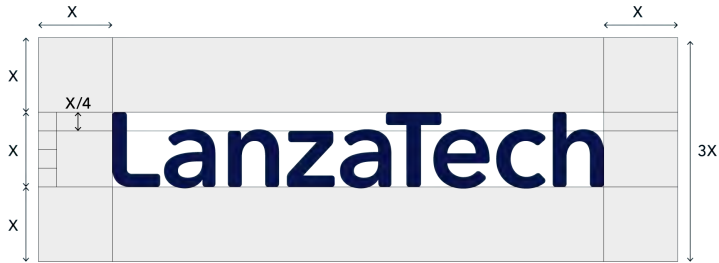


LanzaTech

Evolved

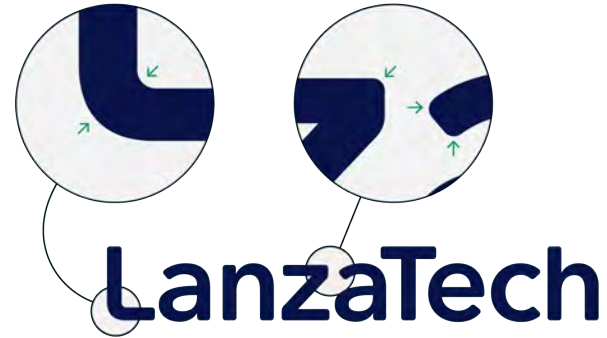
The modernized logotype retains elements from the original logo. This evolution acknowledges the brand foundations while striving toward a circular carbon economy.

2 LOGOTYPE SYSTEM
2.2 CONSTRUCTION



Elemental

The clean, precise logotype marries simplicity with a state-of-the-art aesthetic. The custom treatment of the letterforms serves to differentiate LanzaTech and reflect the company's bespoke technology.



Accessible

The rounded nature of the letterforms creates an inviting, approachable mark. The mixed-case treatment gives a human feel, while navy color strengthens and grounds the logotype.

Color

The logo is represented in both of the primary colors, with navy being of the highest priority. It is best to stay consistent and use the logo in navy as much as possible.

The logo in green should be used only as needed for color balance in layouts. The logo in white should be used when overlaying on darker background colors.

Priority #1



LanzaTech

NAVY #0A1449

Priority #2



LanzaTech

GREEN #0B8F62

Priority #3



LanzaTech

REVERSED #FFFFFF

Logo Dos

- When placing the LanzaTech logo in white over a solid color, use the primary and secondary colors from the LanzaTech palette.
- Placing the logo in the primary navy color over a photograph is recommended only when the image contains minimal background elements. It is key that the logo is legible, and that the background image is not too busy as to distract from the logotype.

PRIMARY NAVY



SECONDARY LIGHT GREY



PRIMARY GREEN



MINIMALIST IMAGE



SECONDARY GREEN



SECONDARY BLUE



SECONDARY GREEN

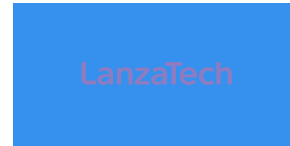


SECONDARY BLUE



Logo Don'ts

- The logo should only be represented in navy, green and white. Do not use secondary/accent colors or colors outside of the color palette as the logo fill color.
- Do not overlay the logo on colors that are not within the color palette. This includes gradients.
- Do not overlay the logo on patterns or busy photographic backgrounds. When using photography, ensure that the logo has enough breathing room to be legible and cleanly represented.

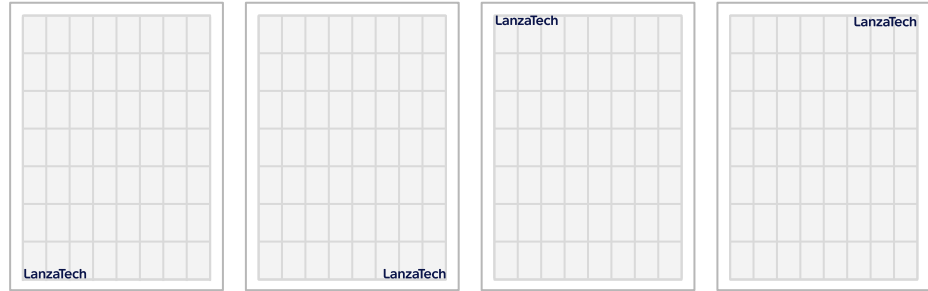


Placement of logo

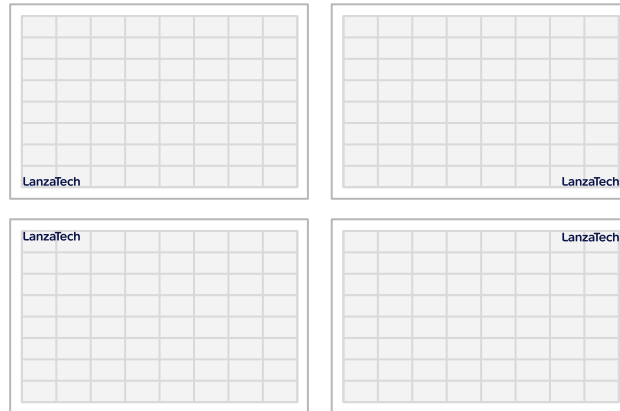
Consistent application of the logo makes it easy for both new and existing audiences to identify the brand. The logo should be placed in one of the four corners of the page; ensuring enough clearance from the edge of the canvas.

We recommend placing the logo in the corner as it makes sense in the execution. If there are multiple pages, we recommend keeping the logo in the same corner for all pages (i.e., presentations, white papers, etc.)

Portrait



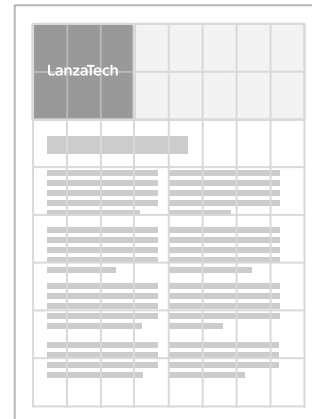
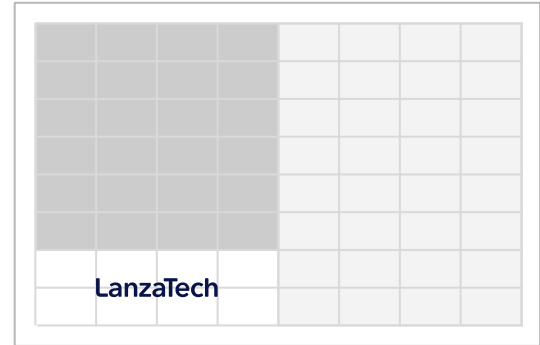
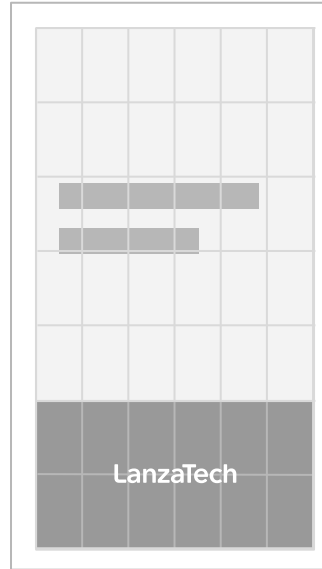
Landscape



Placement in color blocks

There are instances where the layout of the page allows the logo to be placed in non-corner positions.

In these instances, the logo can be placed in color blocks. It should be centered both horizontally and vertically to the container size. This placement allows the logo to be more prominent and act as a graphic.



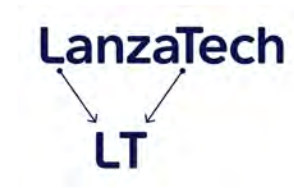
Abbreviated logo

There are situations where the logotype needs to fit in compact spaces. Pairing the capital “L” and “T” creates an abbreviated version of the logo that **should only be used in specific edge cases.**

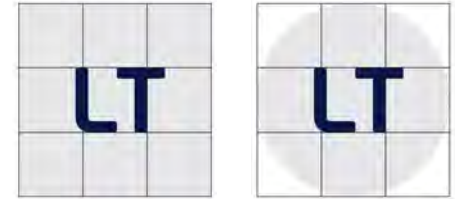
Social media profile icons are provided in this format for download.

Derived from the logotype

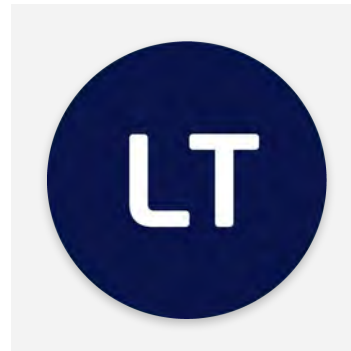
LOGO DISTILLED TO ITS ESSENTIAL LETTERS



CLEAR SPACE AND PLACEMENT

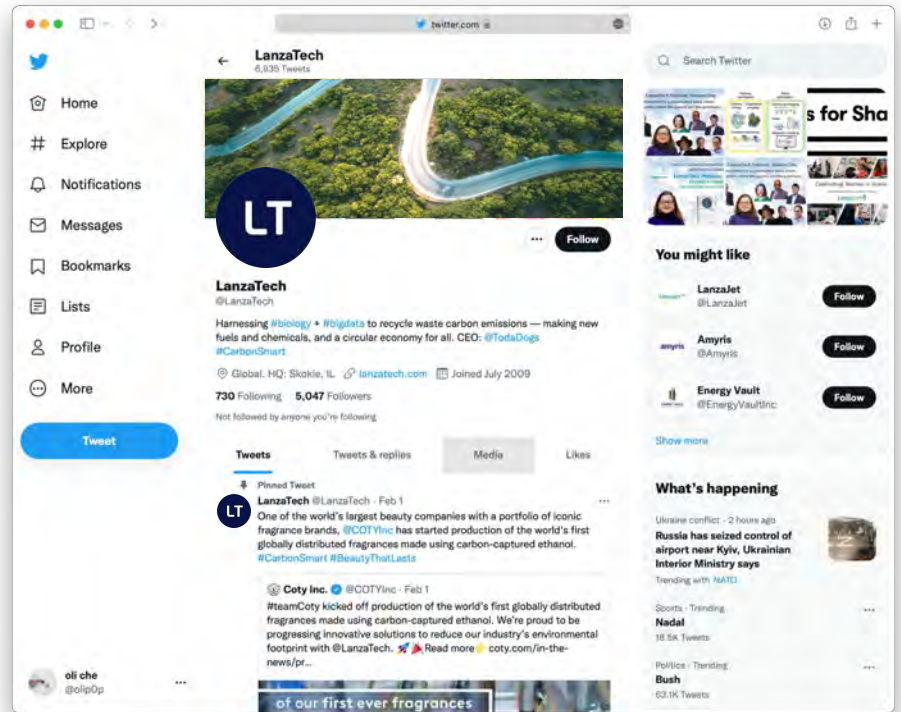


Social Media profile icon

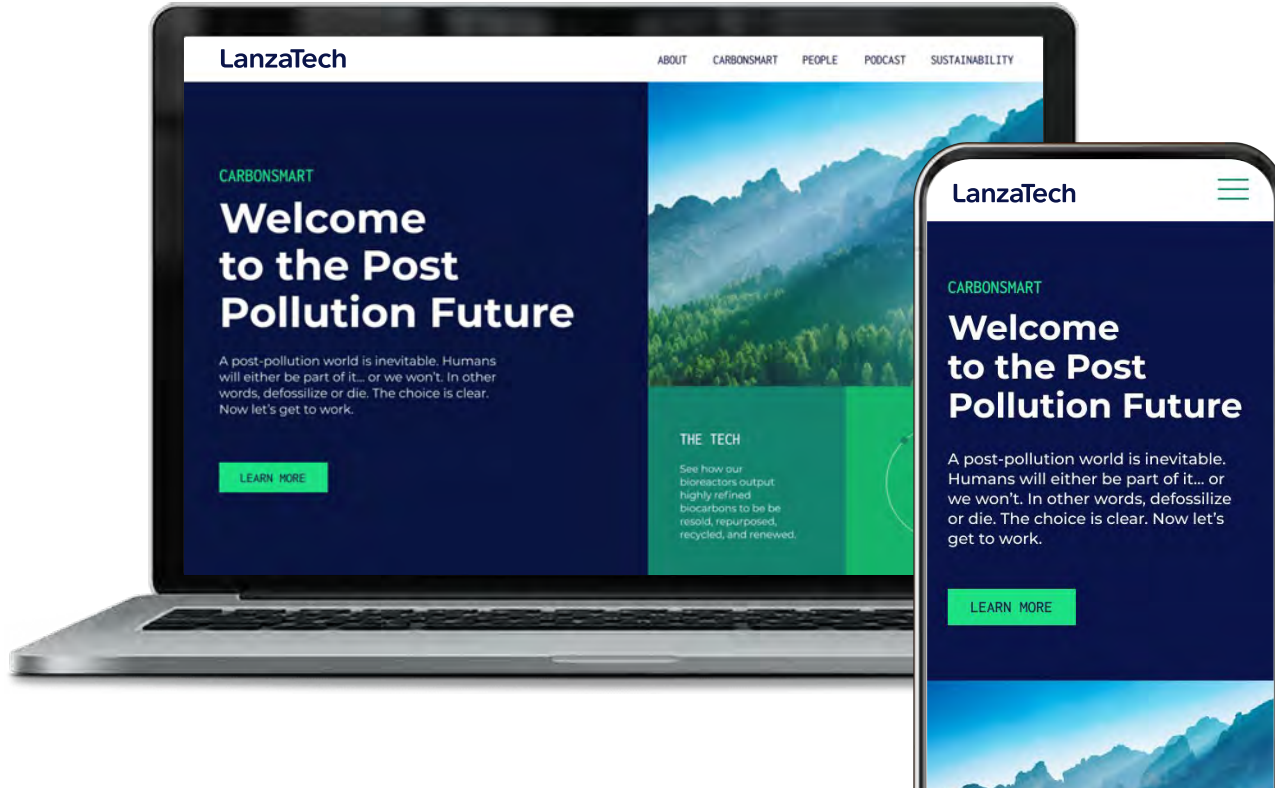


2 LOGOTYPE SYSTEM
2.6 ABBREVIATED LOGO (IN SITU)

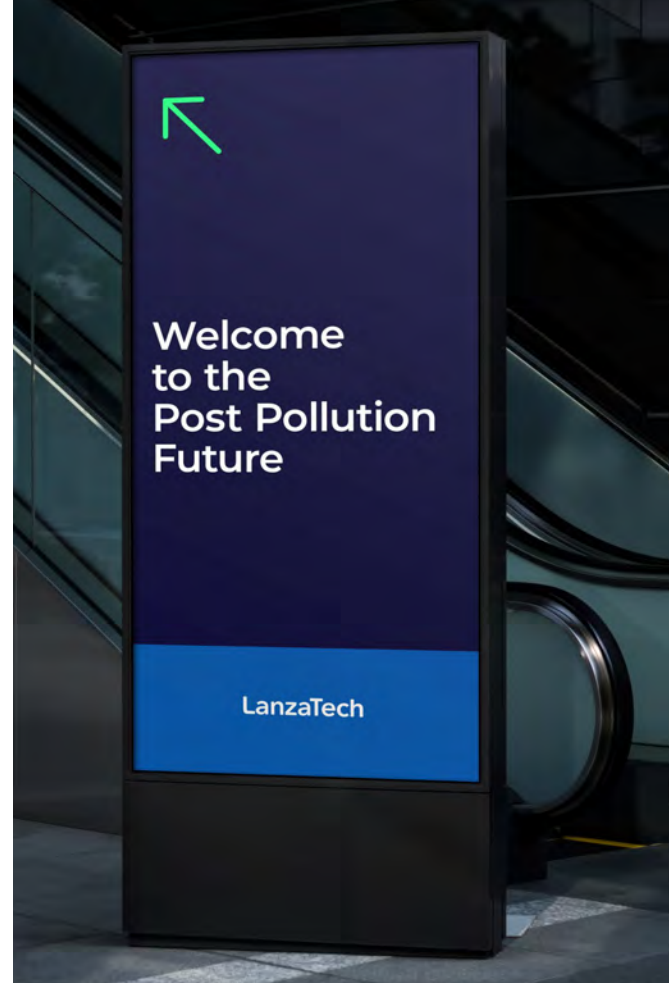
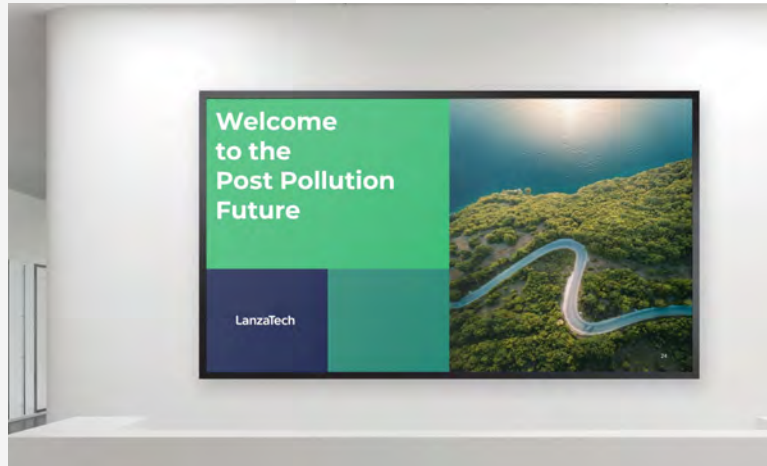
Social Media presence



2 LOGOTYPE SYSTEM
2.7 EXAMPLES



2 LOGOTYPE SYSTEM
2.7 EXAMPLES





[Download logo files here](#)

3

Color System



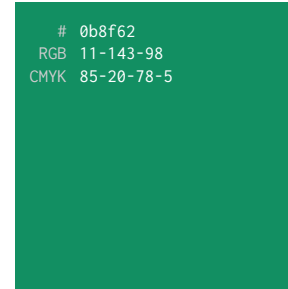
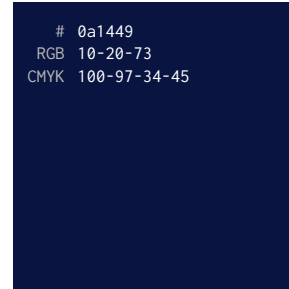
3 COLOR SYSTEM
3.1 COLOR PALETTE

Primary and secondary colors

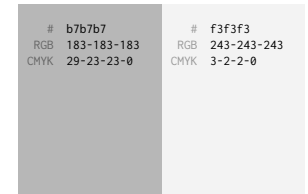
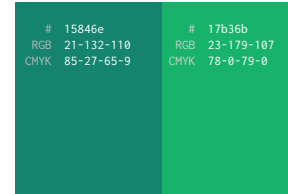
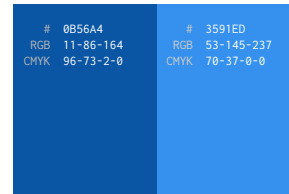
The LanzaTech color palette is a strong part of the updated brand identity. The base blue and green colors of the original brand have been evolved into the primary LanzaTech navy and LanzaTech green seen here. White has been added as a third primary color to balance the saturated palette.

The primary colors have been expanded into tints for the secondary palette. This provides more options for highlights and complementary graphics. Also included in the expanded palette is a bright, accent green to be used sparingly.

Primary



Secondary



Accent



Recommended color combinations

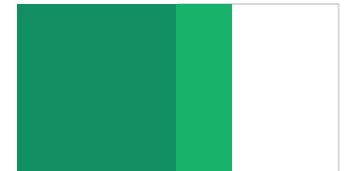
Primary and secondary color blocks are combined in layouts to create energy and excitement around our vision of a post-pollution future. We encourage using 1-2 hues in a composition, with 1-2 shades to compliment.

It is important to balance color usage and not overwhelm. Color combination examples are outlined in the next two slides.

For limited color combinations, we prioritize primary colors. Navy and green pair with white and each other.



When adding more colors, primary colors should still have the most visual weight. Pairing blues and greens in varying combinations is encouraged.

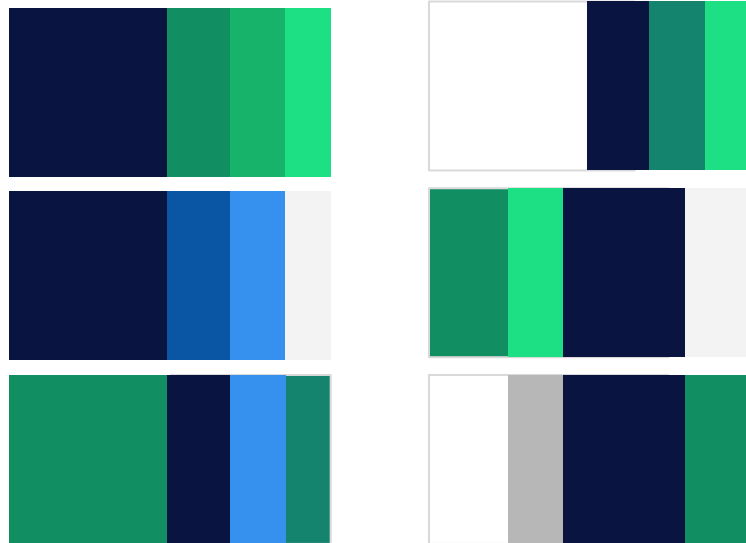


3 COLOR SYSTEM
3.2 COMBINATIONS AND PROPORTIONS

Recommended color combinations

There are more possible combinations than are detailed here, but this provides a basis for color mixing as you build layouts for the LanzaTech brand.

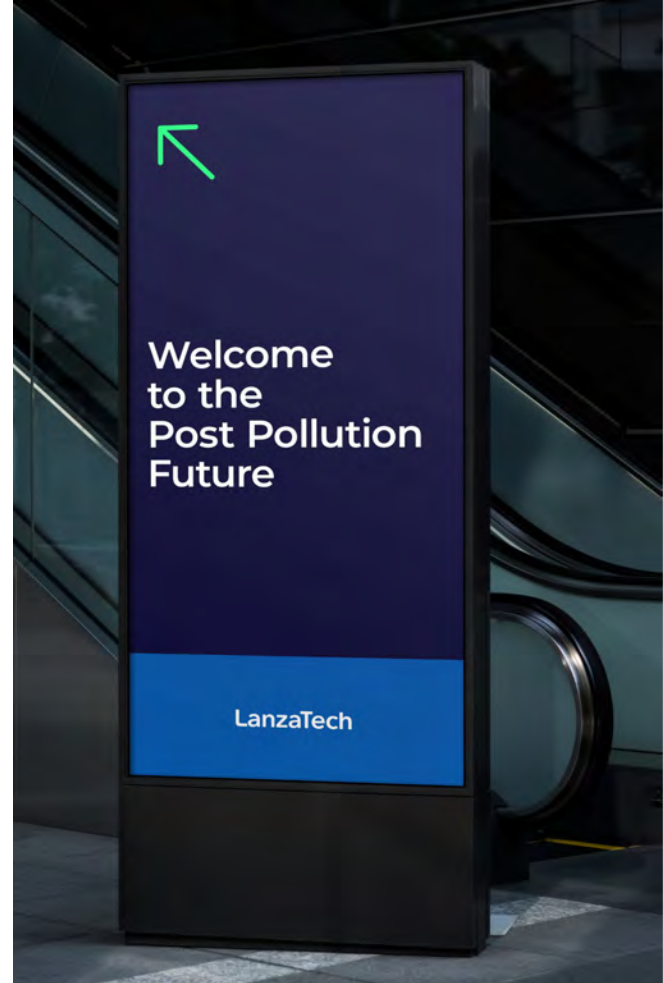
For high color usage needs - we recommend using three hues (blue, green, white) and complement with 1-2 colors from the secondary palette. At this stage, secondary colors and the accent color are more represented, but not dominant.



3 COLOR SYSTEM
3.3 EXAMPLES

Color combinations in use

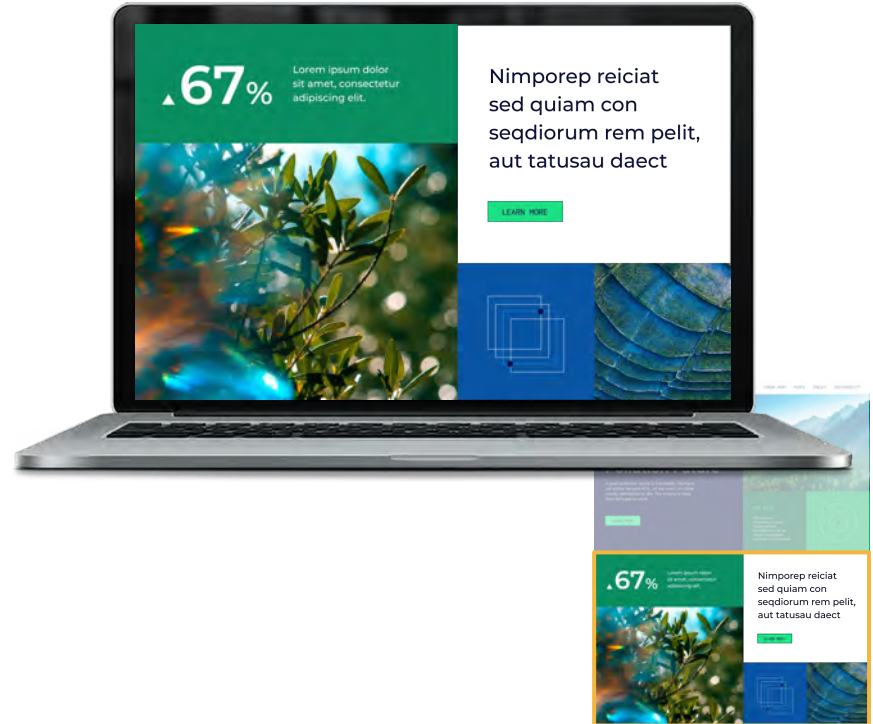
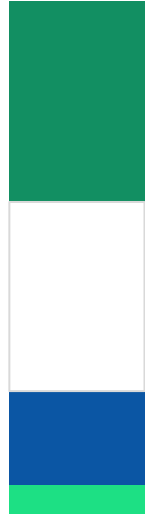
This example relies most heavily on the primary navy color, supported by a secondary blue color and white.



3 COLOR SYSTEM
3.3 EXAMPLES

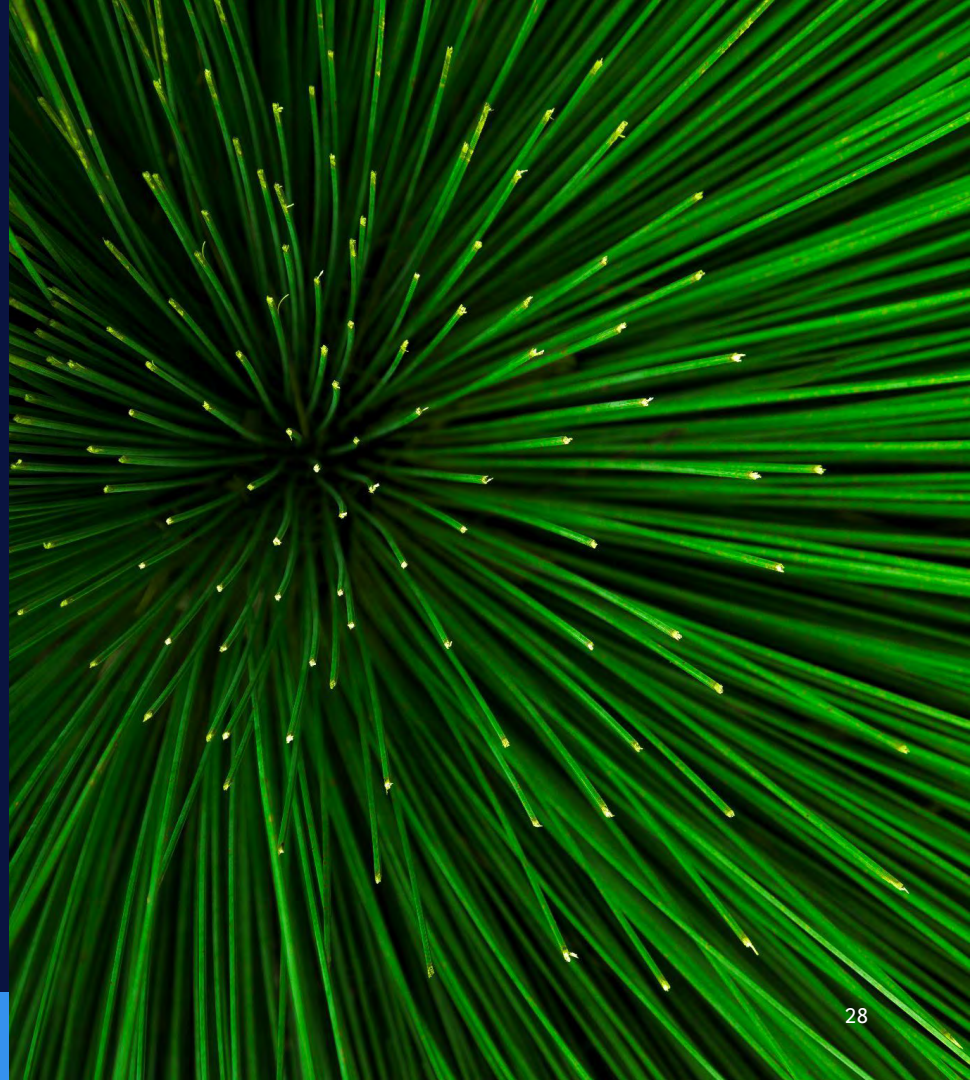
Color combinations in use

This example uses the primary green and white, and adds a secondary blue. Accent green is used with a light touch.



4

Typography



Brand Typefaces

We use two typefaces as communication tools for the LanzaTech brand. Our primary typeface is Montserrat, a geometric sans serif. The font offers a variety of weights, so it is extendable as the LanzaTech brand grows. Bold acts as the display and headline font, and medium acts as the body copy weight.

Inconsolata is a monospaced font we use to add texture and provide a science and technological feel. It is an accent font that should be paired with Montserrat.

PRIMARY

Montserrat

Montserrat Bold

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890
!@#\$%^&*()

Montserrat Medium

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890
!@#\$%^&*()

ACCENT

Inconsolata

Inconsolata Medium

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
1234567890
!@#\$%^&*()

Type Specifications

These specifications should be used as a basis for any typography usage.

Detailed here are weight, spacing between lines (leading), and spacing between letters (tracking).

INCONSOLATA
MEDIUM
LEADING: 0X
TRACKING:10

MONTSERAT
BOLD
LEADING: 1.2X
TRACKING:0

MONTSERAT
MEDIUM
LEADING: 1.52X
TRACKING:0

INCONSOLATA
MEDIUM
LEADING: 0
TRACKING:10

LOREM PURIS

**Praesent commodo
cursus magna, vel
scelerisque nisl.**

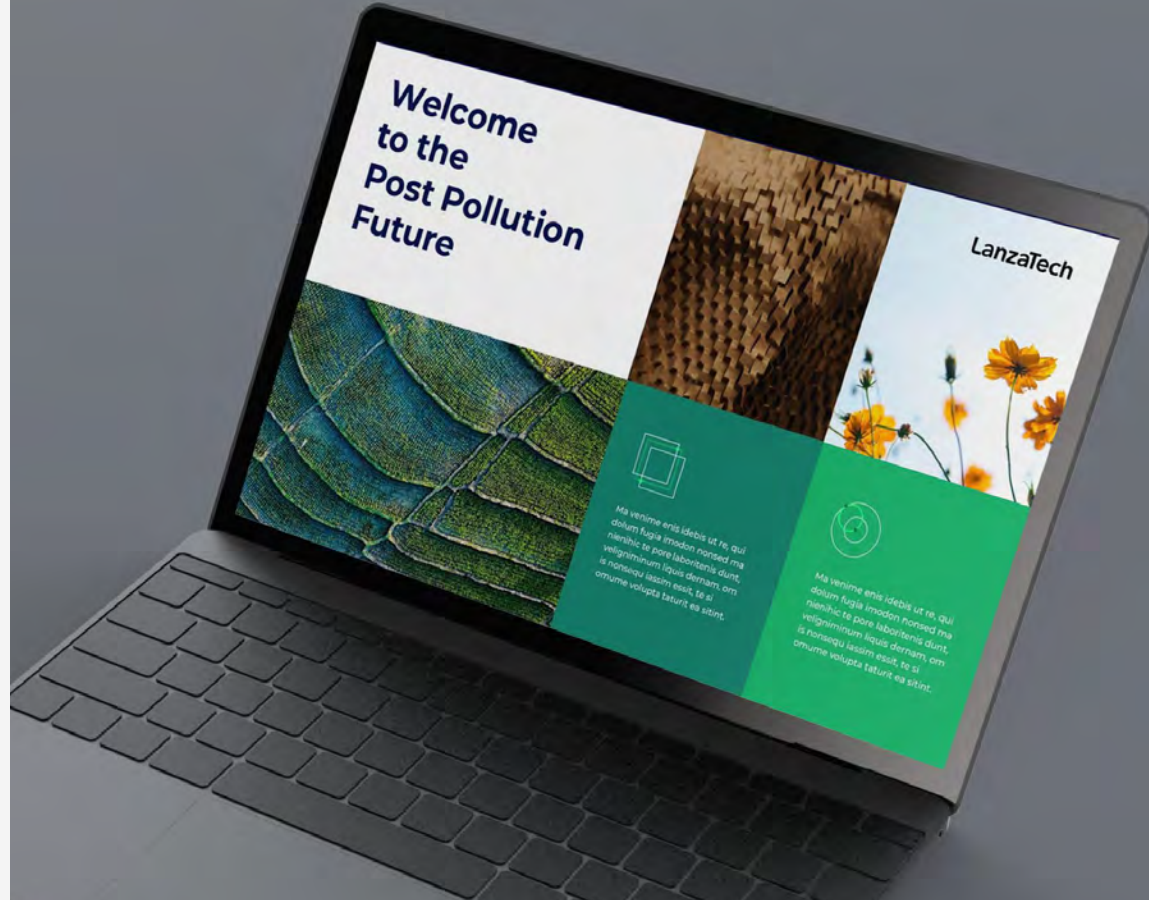
Vivamus sagittis lacus vel augue
laoreet rutrum faucibus dolor
auctor. Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

[LEARN MORE](#)

<p>EYEBROW</p> <h1>Headline</h1> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<p>EYEBROW</p> <h1>Headline</h1> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<p>EYEBROW</p> <h1>Headline</h1> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<p>EYEBROW</p> <h1>Headline</h1> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>
<p>EYEBROW</p> <h1>Headline</h1> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<p>EYEBROW</p> <h1>Headline</h1> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<p>EYEBROW</p> <h1>Headline</h1> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<p>EYEBROW</p> <h1>Headline</h1> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>

<h2>Headline</h2> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<h2>Headline</h2> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<h2>Headline</h2> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>
<h2>Headline</h2> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<h2>Headline</h2> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>	<h2>Headline</h2> <p>Body copy lacus vel augue laoreet rutrum faucibus do auctor lorem ipsum sit magna.</p>

4 TYPOGRAPHY
4.4 EXAMPLES





[Download typographic files here](#)

Thank you!