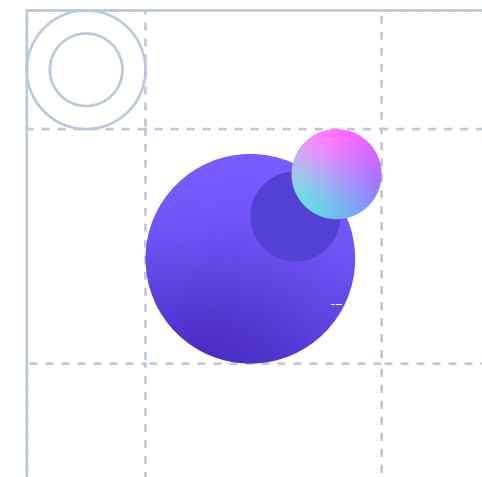# Brand guidelines.

moon

Clear Space

It's important to maintain **proper spacing** around the logo to avoid overcrowding. Also, the use of whitespace keeps the brand feeling clean.

Primary Color Palette

The **main color palette** will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

Pantone – 289 C	
#012A4A	
C – 100	R – 1
M – 85	G – 42
Y – 40	B – 74
K – 40	

Pantone – 2735 C	
#4A2EC6	
C – 85	R – 74
M – 90	G – 76
Y – 0	B – 198
K – 10	

Pantone – 2725 C	
#6F53F3	
C – 70	R – 111
M – 70	G – 83
Y – 0	B – 243
K – 0	

Pantone – 2655 C	
#A879FF	
C – 40	R – 168
M – 50	G – 121
Y – 0	B – 255
K – 0	

Pantone – 2375 C	
#FF79FF	
C – 0	R – 255
M – 65	G – 121
Y – 0	B – 255
K – 0	

Pantone – 310 C	
#79D5E9	
C – 45	R – 121
M – 0	G – 213
Y – 5	B – 233
K – 0	

Secondary Color Palette

A **secondary color** can be featured with a primary color as an accent color. The primary color is still the dominant color but the secondary color is used in combination to draw attention.
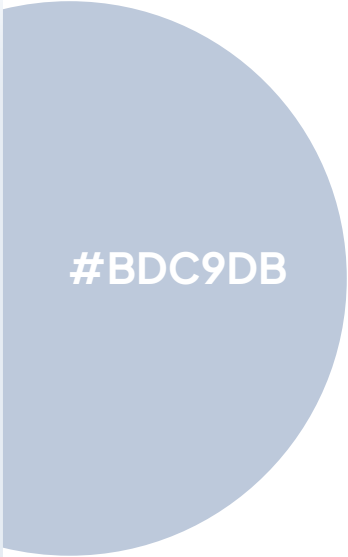
| Pantone – 7545 C

#425466

C – 80   R – 66
M – 60   G – 84
Y – 40   B – 102
K – 25

| Pantone – 538 C

#BDC9DB

C – 25   R – 189
M – 15   G – 201
Y – 5   B – 219
K – 0

| Pantone – 649 C

#F6F9FC

C – 2   R – 246
M – 0   G – 249
Y – 0   B – 252
K – 2

| Pantone – 1785 C

#FF5B6B

C – 0   R – 255
M – 75   G – 91
Y – 40   B – 107
K – 0

| Pantone – 1375 C

#FF9B24

C – 0   R – 255
M – 45   G – 155
Y – 100   B – 36
K – 0

| Pantone – 375 C

#A5CD00

C – 40   R – 165
M – 0   G – 205
Y – 100   B – 0
K – 0

Typography

| Plus Jakarta Sans – Bold / 45px /

| Plus Jakarta Sans – Bold / 36px /

| Plus Jakarta Sans – Bold / 24px /

| Plus Jakarta Sans – Bold / 18px /

| Plus Jakarta Sans – Regular / 16px /

Header 1

Header 2

Header 3

Header 4

This is Body copy. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna al iquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Patterns

Brand Patterns are one of the most exciting and interesting branding elements. They play an important role in creating strong brand recognition, bringing depth to a brand identity, and creating a memorable brand experience. In fact, sometimes a brand pattern can be more recognizable than the logo itself.