

# Ternary Style Guide

## Typography

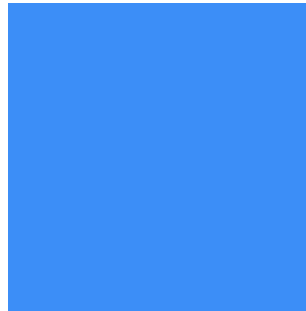
FONT: URBANIST (Google Fonts)

**ternary** bold + lowercase

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Color Guide

### PRIMARY COLORS



Primary Blue:  
#3C8EF7



Light Blue:  
#56C1FE



Light Purple:  
#7D67FB

### NEUTRALS



ternary black  
#1F1F1F



dark gray  
#515151



light gray  
#838383

### COMPLEMENTARY COLORS



Dark Blue  
#0A5CC5



Dark Purple  
#4B35C9



Serious Green  
#B3C935



Alert Red  
#F7473C



Warn Orange  
#F7A53C



Highlight  
#E5FB67

## Logo Variations

### PRIMARY LOGOS

Works on Light and Dark Backgrounds



### SIMPLIFIED LOGOS

