# Digital Assets Made Simple: Brand sheet

### Main Logo



**DIGITAL ASSETS**
MADE SIMPLE

### Logo icon



**File type supplied**
EPS - for print
PNG, SVG - for web/digital

## Font

**Poppins Black (Digital Assets)**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt**
**UuVvWwXxYyZz 0123456789 #!@£$€%&*():;?•**

Poppins Regular (Made Simple)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 #!@£$€%&*():;?•

**Download the full Poppins family font here**
https://fonts.google.com/specimen/Poppins

## Colours

**RGB: r**37 **g**56 **b**131
**CMYK: c**100 **m**88 **y**12 **k**0
**HEX:** #253883

**RGB: r**190 **g**22 **b**34
**CMYK: c**15 **m**100 **y**90 **k1**0
**HEX:** #be1622

**RGB: r**252 **g**207 **b**26
**CMYK: c**0 **m**17 **y**90 **k**2
**HEX:** #fccf1a

**RGB: r**54 **g**169 **b**225
**CMYK: c**70 **m**15 **y**0 **k**0
**HEX:** #36a9e1