



Brand Style Guide . . .

Logo Structure



Logo Variations

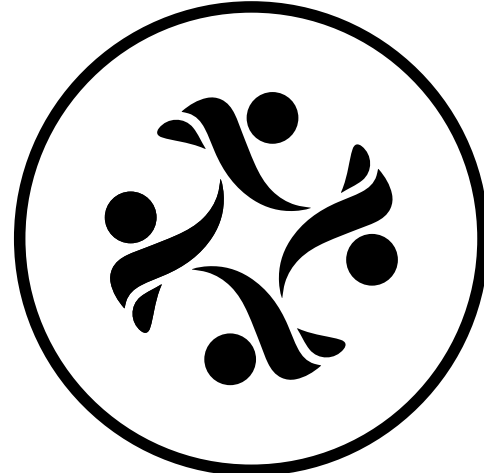
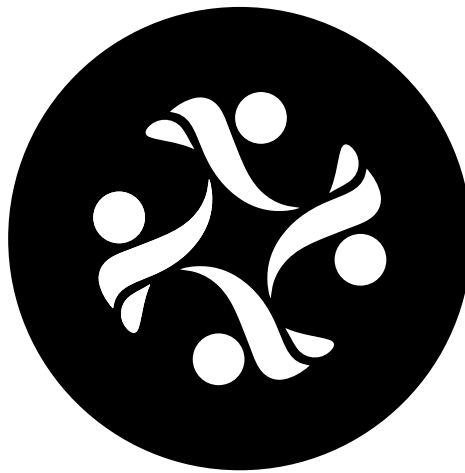
ON DARK
BACKGROUND



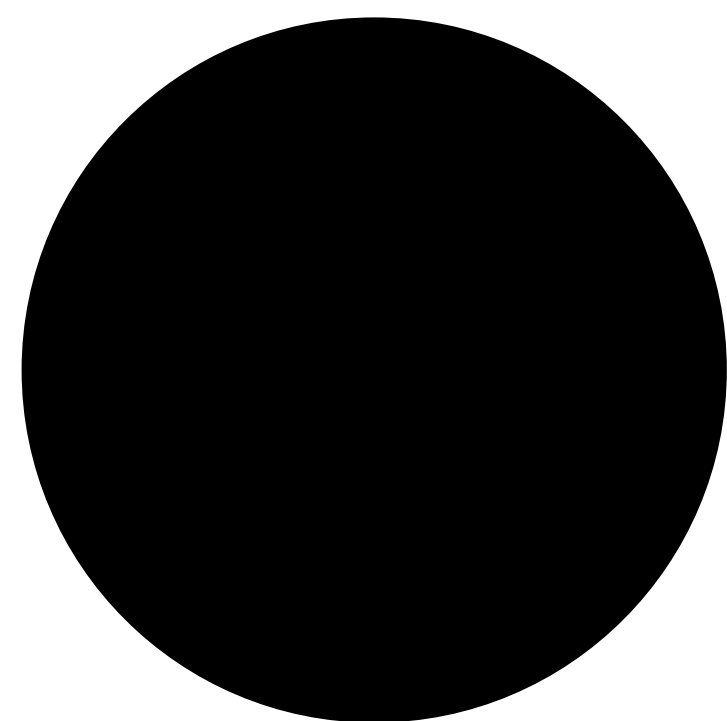
ON WHITE
BACKGROUND



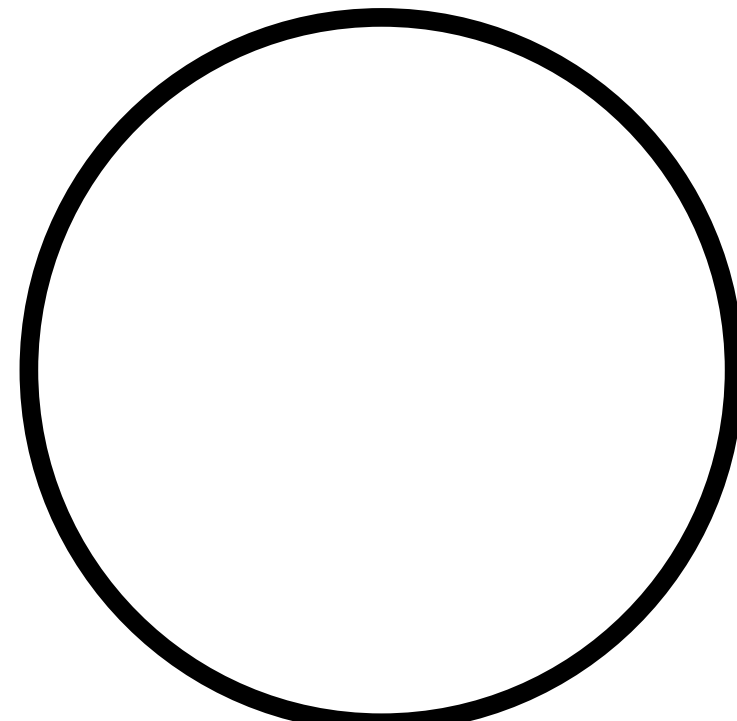
ICONS



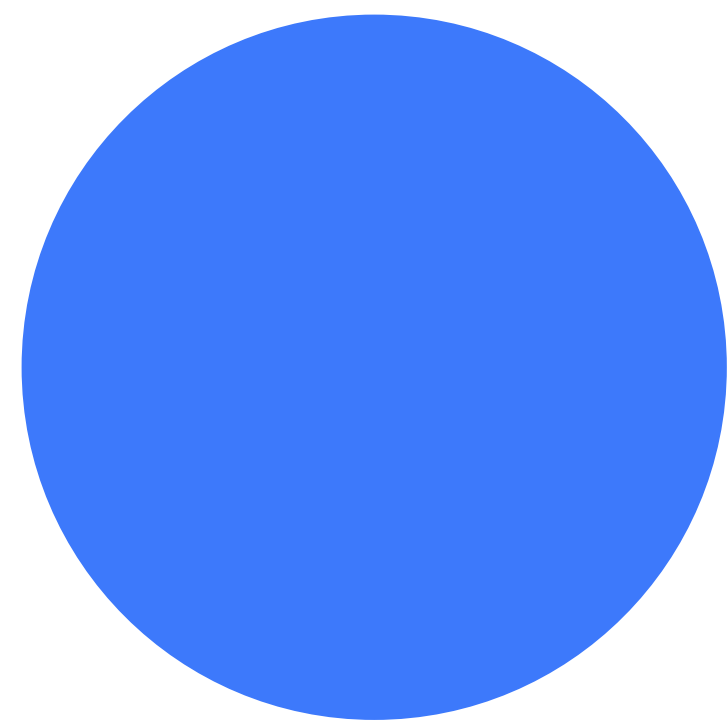
Color Palette



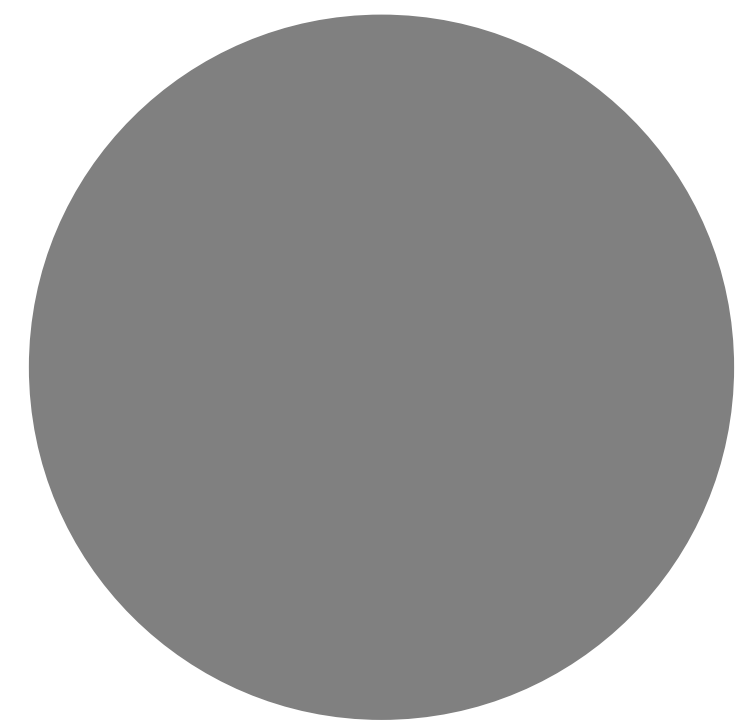
RGB - 0, 0, 0
CMYK - 75, 68, 67, 90
HEX - #000000



RGB - 255, 255, 255
CMYK - 0, 0, 0, 0
HEX - #FFFFFF



RGB - 61, 121, 251
CMYK - 74, 55, 0, 0
HEX - #3D79FB



RGB - 128, 128, 128
CMYK - 52, 43, 43, 8
HEX - #808080

Aa

Bb

Cc

Abril Fatface

PRIMARY FONT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Brand Pattern



Logo Do's

100%

60%

20%



HORIZONTAL VERSION

STACKED VERSION

ICON

Logo Dont's



Don't Use Outlined



Don't Strech Vertically



Don't Strech Horizontally



Don't Apply Gradient
To Whole Logo



Don't Use Logo On
Low Contrast Background



Don't Change The Opacity

Logo Mockups











Stationery Mockups

