



# Brand Style Guidelines

# Logo

The logo was designed with the future in mind. Following along with the companies nautical theme, it is meant to look like rolling waves and a fish, as well as a combination of “O” and “M”. Its lines lead to the right, giving a feeling of forward momentum to the future of art.

## Primary Logo



## Monochrome Logo



# Logo Usage

In most cases the primary logo should be used on a deep navy background. Do not use the primary logo on a white or light background, and instead use the monochromatic logo in the deep navy color. Do not distort, recolor, or modify the logo in any way.

## Do's:



## Don'ts:



# Logo Usage

A clear space of no less than half of the logo's height should be maintained on all sides of the logo. The height of the logo should never be less than 0.625"



# Logotype

In addition to the logomark, a logotype can be added on to it.



# Logotype Usage

Like the logomark, the primary logotype should be used on a deep navy background. On a light background, opt for a monochromatic logo instead. Do not distort, recolor, or modify the logo in any way.



# Logotype Usage

Like the logomark, a clear space no less than half the height of the logomark should be maintained on all sides of the logotype. The logotype should never be less than 0.625" in height



# Fonts

We use two fonts in our graphics: Poppins and Sora

## Poppins Bold – Titles

Sora SemiBold should be used for body text





# Colors

The primary color for text should be chosen depending on the backdrop. For dark backgrounds, white should be used, and for light backgrounds, deep navy should be used. In important locations and graphics, our signature gradient can also be used.

## Gradient

#25b6ff

#1c63ff

White

#ffffff

Light Blue

#25b6ff

Grayish Blue Gradient

#474770

#2e2e5b

Deep Blue

#1c63ff

Deep Navy

#111132

