

IAMPASS STYLE GUIDE

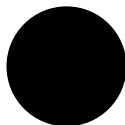
COLORS



HEX: #1FBBB3
RGB: 31, 187, 179
CMYK: 72, 0, 36, 0
PANTONE: 3262C



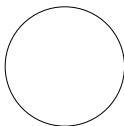
HEX: #949398
RGB: 148, 147, 152
CMYK: 45, 38, 34, 1
PANTONE: cool gray 7C



Black
HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100



HEX: #7A1315
RGB: 122, 19, 21
CMYK: 29, 100, 100, 40
PANTONE: 1815 C



White
HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

LOGOS

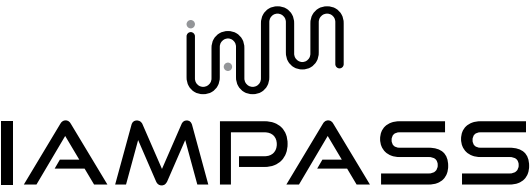
primary logo



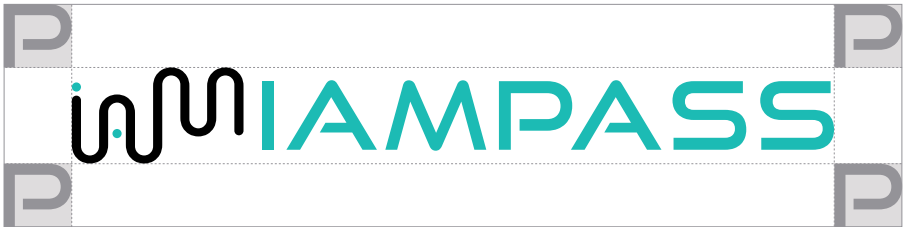
horizontal lockup



secondary black and white versions

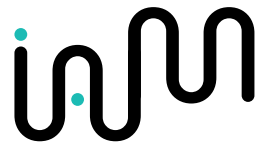


logo clear space

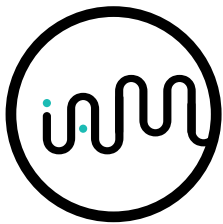


LOGO ICONS

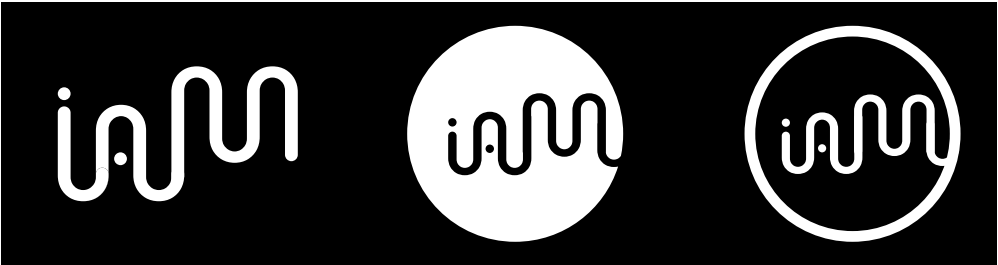
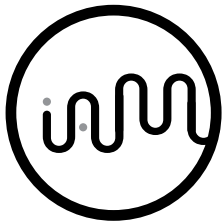
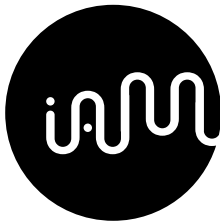
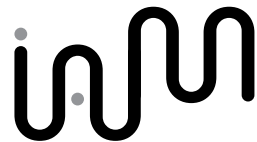
primary



secondary color



black and white versions



ANIMATION



Animation of the icon is from left to right-spelling out IAM with the dots being last

GRAPHIC ELEMENTS



Circles, rounded lines and curves are some graphic elements we use for our brand.

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TYPOGRAPHY

The IAMPASS logo is created from the Good Times font. This font should only be used for headings.

GOOD TIMES REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOOD TIMES BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOOD TIMES EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Our typeface for text is Roboto.

Roboto is an open source font and can be found on Google: <https://fonts.google.com/specimen/Roboto>

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789