



Brand Guideline **vol. 01**

# BRAND GUIDELINE



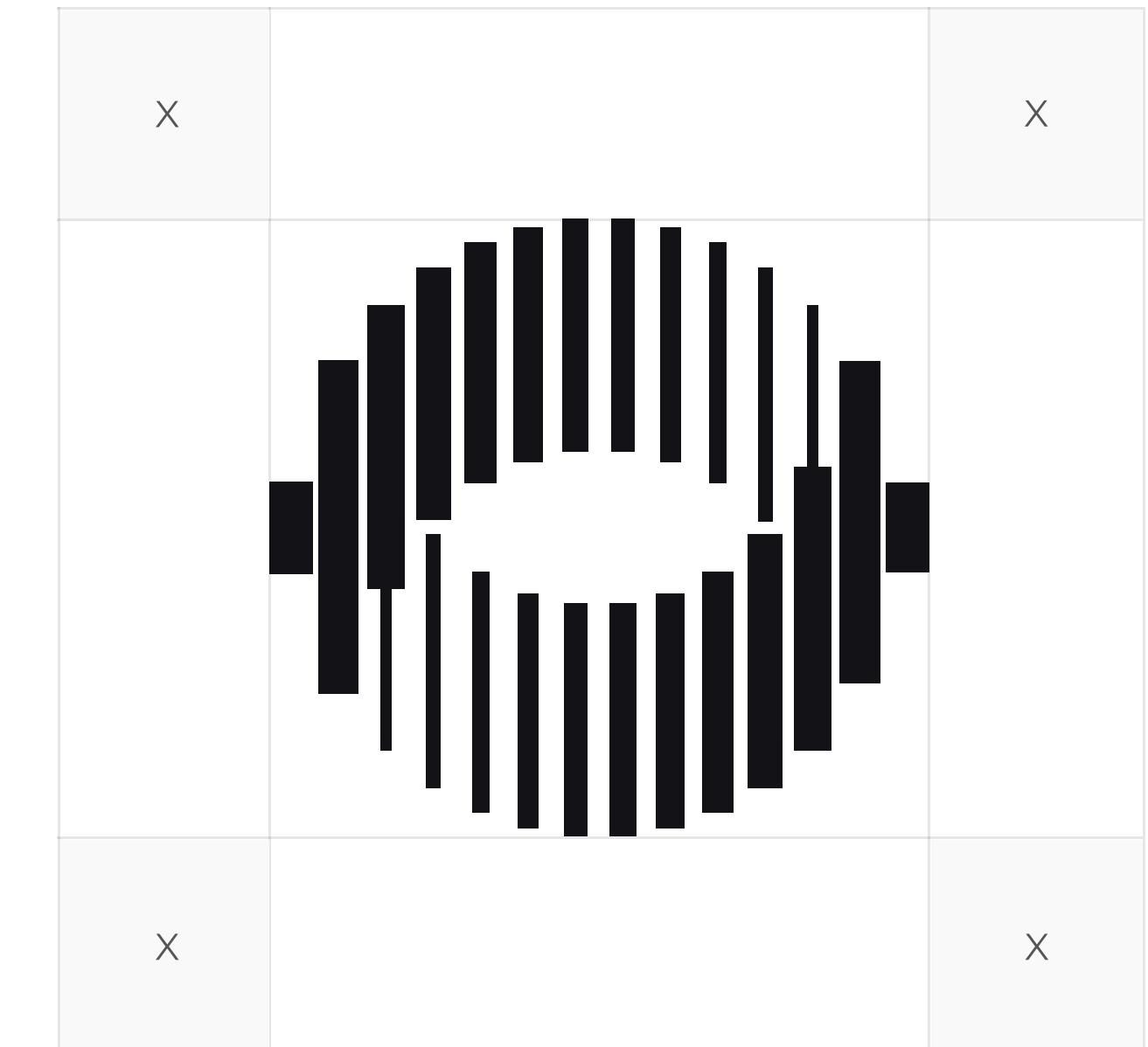
LOGO ON LIGHT BACKGROUND



LOGO ON DARK BACKGROUND

## SAVED FIELD

Having sufficient space around the logo maximizes its visibility and design impact, and gives the logos the appropriate visual hierarchy. The logo and the monogram's exclusion zone is equal to the square on top of the icon (marked as X in the diagram).



# COLORS

RGB: 255, 255, 255

Hex: #FFFFFF



RGB: 19, 18, 23

Hex: #131217



## PRIMARY FONT

Primary font

Poppins

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## SECONDARY FONT

Secondary font

Opens Sans

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SECONDARY FONT