

BRAND GUIDELINE.



LOGO ON LIGHT BACKGROUND

LOGO.



LOGO ON DARK BACKGROUND

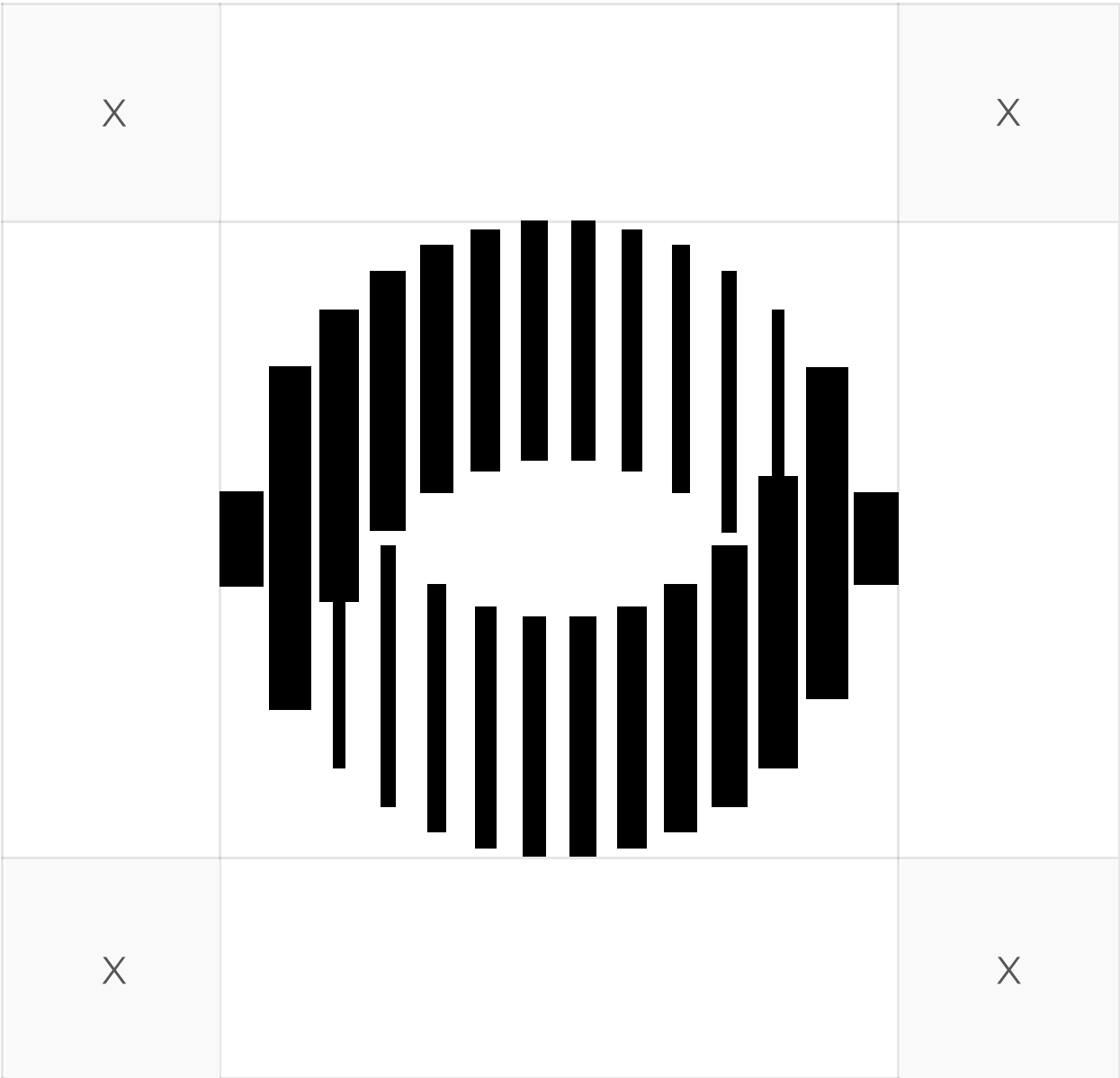
PRIMARY LOGO.

Primary logo on the
different backgrounds



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.

LIGHT SIDE.

RGB: 255, 255, 255

Hex: #FFFFFF

LIGHT SIDE

DARK SIDE.

RGB: 0, 0, 0

Hex: #000000

DARK SIDE

FONT PRIMARY.

Primary font

Anton

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**DIGNISSIM NUNC
AENEAN SEMPER
CURABITUR**

SECONDARY FONT.

SECONDARY FONT

Secondary font

Poppins

Extrabold

—

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Regular

—

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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CURABITUR