GRID+ Brand Manual

contents

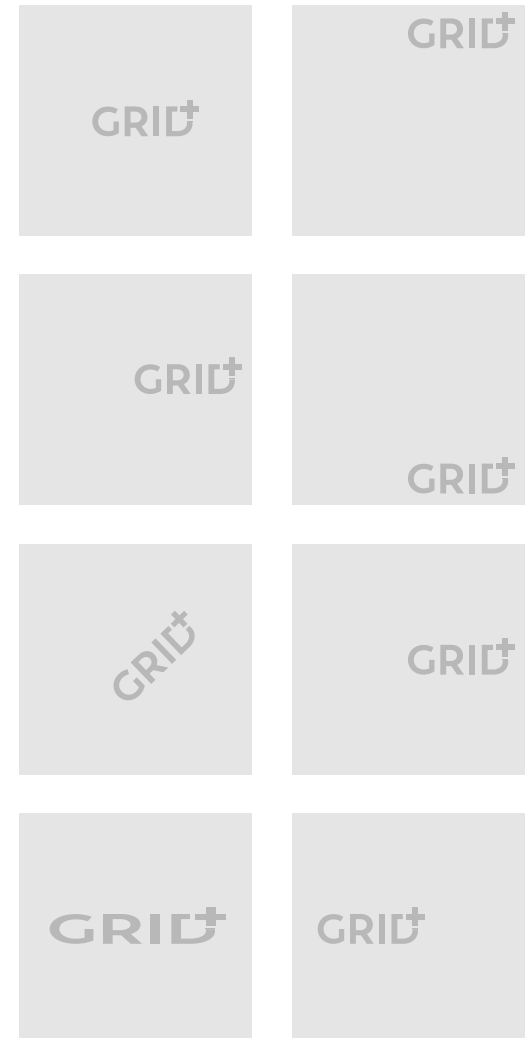# logo placement

GRID+

option A

GRID+

option B

Align the logo on left top or bottom, with an even margin on two sides.

logo + products compact
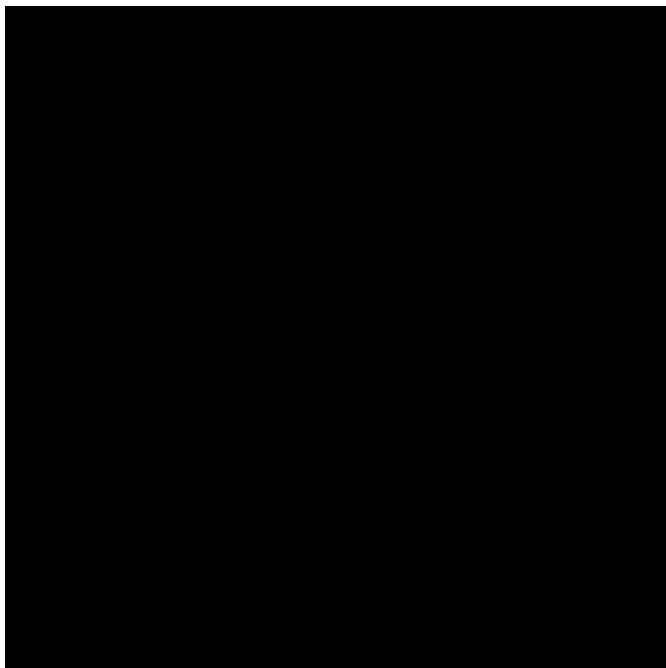
GRID+ Lattice [1]

GRID+ Safecard

~~**GRID+** Safecard~~

~~Safecard **GRID+**~~

GRID+ Lattice [1]

GRID+ Safecard

Maintain alignment for optimal application of brand assets

colors

GridPlus Black

HEX
#000000

RGB
0, 0, 0

CMYK
20%, 0%, 0%, 100%
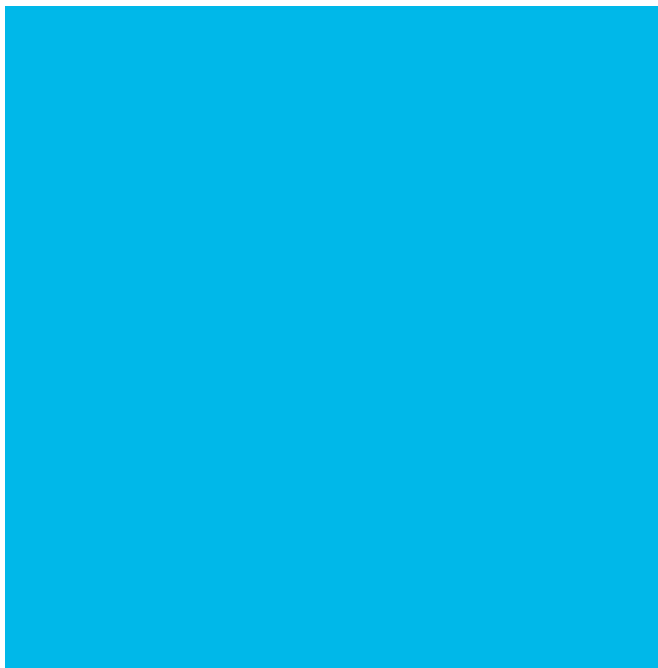
GridPlus Blue

HEX
#41b6e6

RGB
65, 182, 230

cmyk
72%, 21%, 0%, 10%

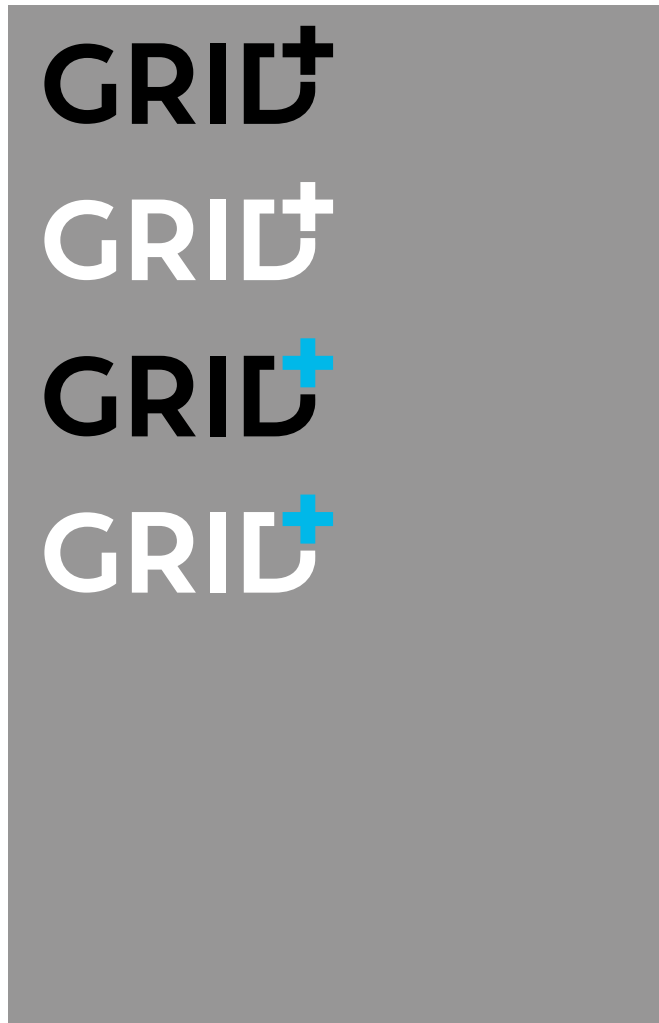GridPlus Grey

HEX
#969696

RGB
150, 150, 150

cmyk
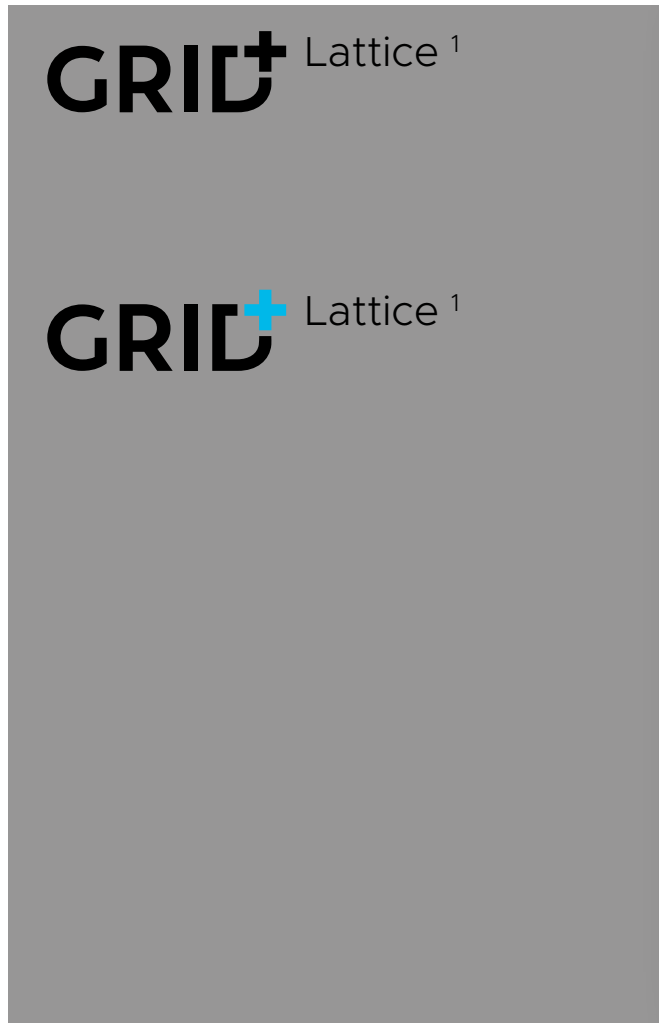0%, 0%, 0%, 53%
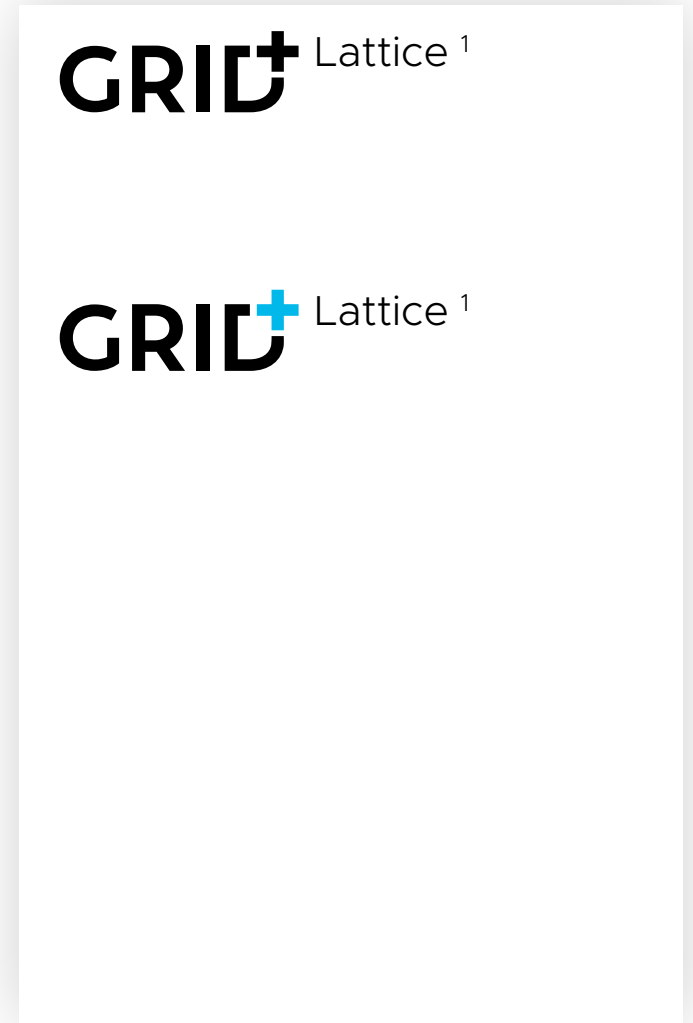
color modes

Dark mode

Grey mode

White mode

color modes [2]

Dark mode

Grey mode

White mode

on images

GRID+ Lattice [1]   This is an additional text.

Dark mode

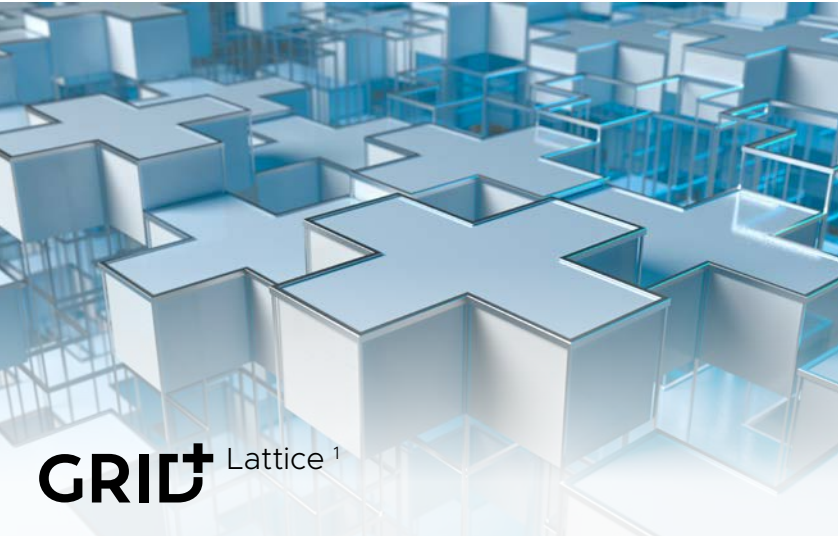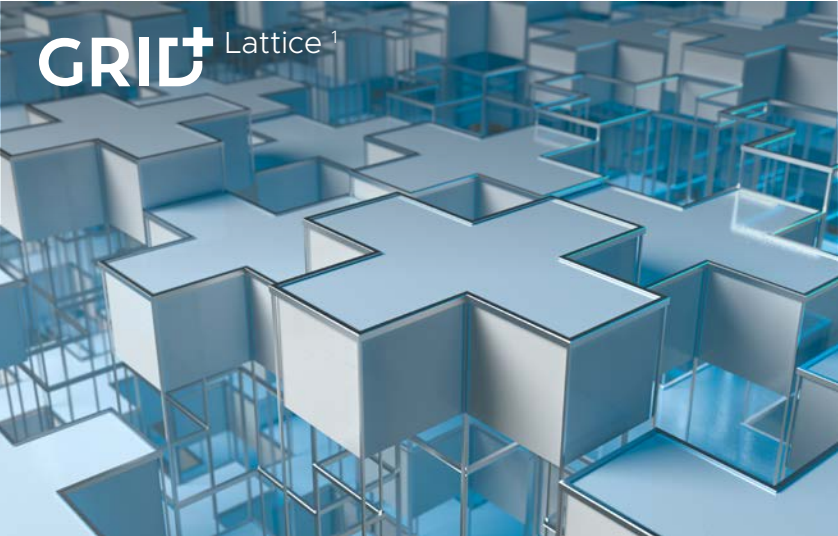**GRID+** Lattice [1]   This is an additional text.

White mode

75%

Apply the white or black gradient for readability. The gradient should cover at least 75% of the height of the image. Place additional text on top of the gradient in right corner. Maintain the same margin on all sides.

social headers

Dark mode

White mode

additional typography

H1 Headers [Metropolis Thin, Spacing 0, Lineheight 120%]
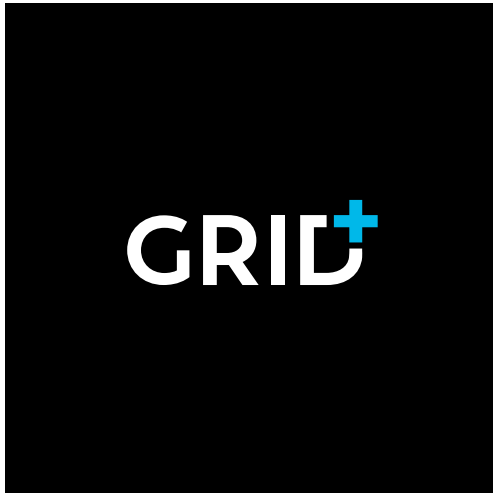
H2 Headers [Metropolis Thin, Spacing 0, Lineheight 120%]

H3 Header [Montserrat Regular, Spacing 0, Lineheight 120%]
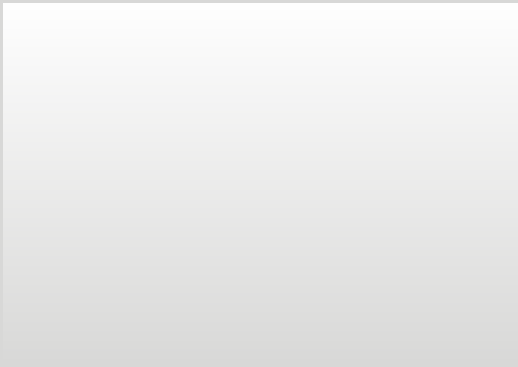
Luptatquo dolor aditatur as idendeligeni conseque con prorem di optinvel maio officim agnimi, si volutemo volores tiatur? Quisitat omnis nihicae porest verunt molorpo rernatur, exceatem ipsuntur same qui cus aut enis explici dolo tem am aut harum earcien dignisquos moluptae nim consequo tem num que culparum veleseque consed qui blabore, sae necaborisque si utem nissimagnam eum est hillabo.

Bodytext [Montserrat Regular, Spacing 0, Lineheight 120%]

avatars

overview assets

GRID+	**GRID+**	GRID+	GRID+	GRID+	GRID+
grid-plus-logo-black+blue.ai	grid-plus-logo-black.ai	grid-plus-logo-grey+blue.ai	grid-plus-logo-grey.ai	grid-plus-logo-white+blue.ai	grid-plus-logo-white.ai

GRID+ Lattice	**GRID+** Lattice	GRID+ Lattice	GRID+ Lattice	GRID+ Lattice	GRID+ Lattice
lattice-logo-black+blue.ai	lattice-logo-black.ai	lattice-logo-grey+blue.ai	lattice-logo-grey.ai	lattice-logo-white+blue.ai	lattice-logo-white.ai

GRID+ Safecard	**GRID+** Safecard	GRID+ Safecard	GRID+ Safecard	GRID+ Safecard	GRID+ Safecard
lattice-logo-black copy.ai	safecard-logo-black+blue.ai	safecard-logo-grey+blue.ai	safecard-logo-grey.ai	safecard-logo-white+blue.ai	safecard-logo-white.ai

grid-plus-gradient_black.ai

grid-plus-gradient_white.ai