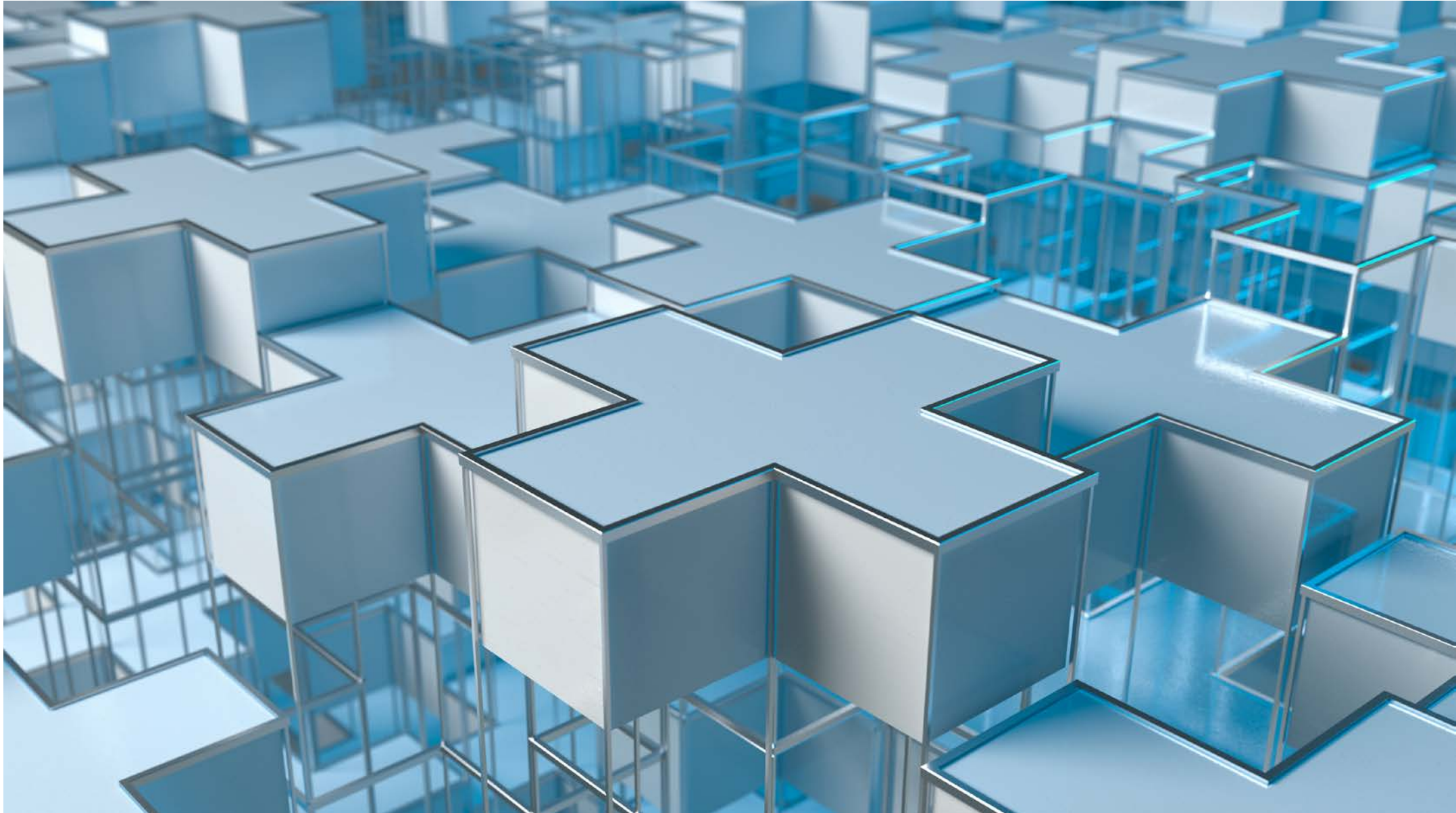


# GRID<sup>+</sup> Brand Manual



# contents

2	contents
3	logo placement
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# logo placement

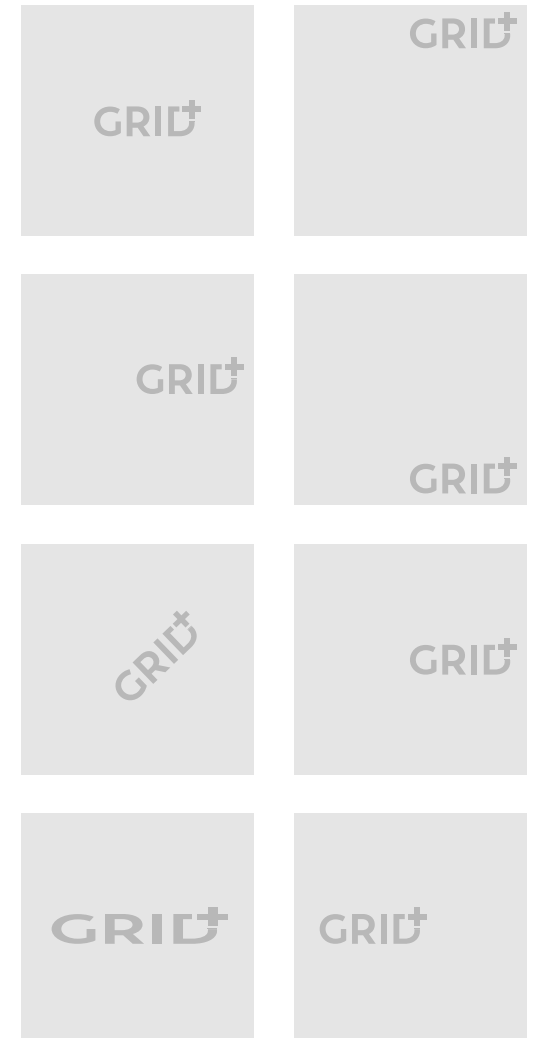


option A



option B

## don'ts



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

## logo + products compact

**GRID<sup>+</sup>** Lattice <sup>1</sup>

**GRID<sup>+</sup>** Safecard

**GRID<sup>+</sup>** Lattice <sup>1</sup>

**GRID<sup>+</sup>** Safecard

**GRID<sup>+</sup>**  
Safecard

Safecard  
**GRID<sup>+</sup>**

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

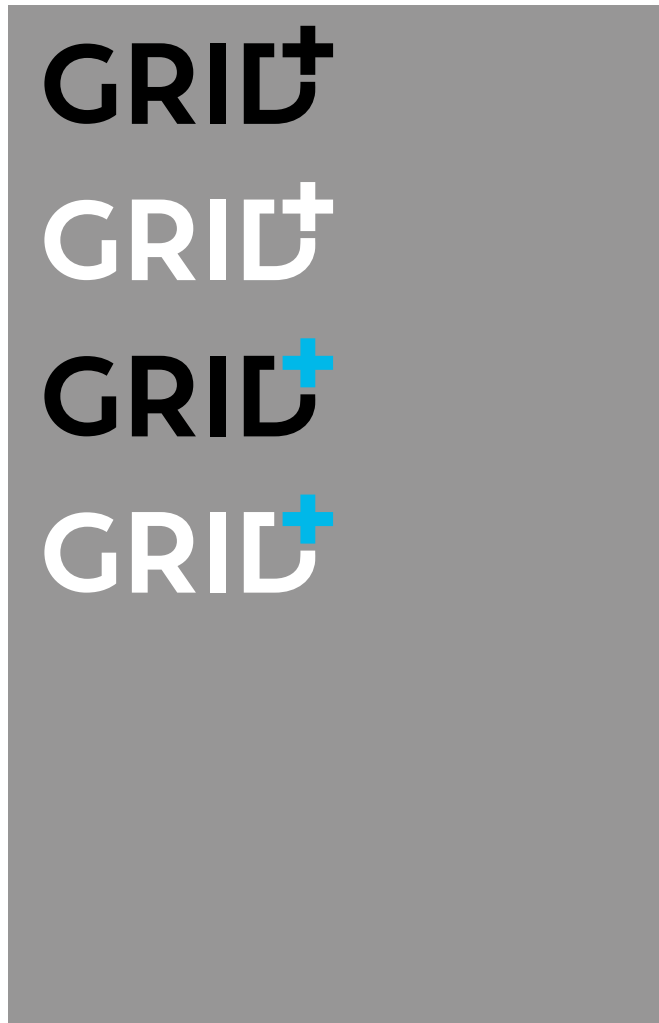
**RGB**  
150, 150, 150

**cmYk**  
0%, 0%, 0%, 53%

## color modes



Dark mode



Grey mode

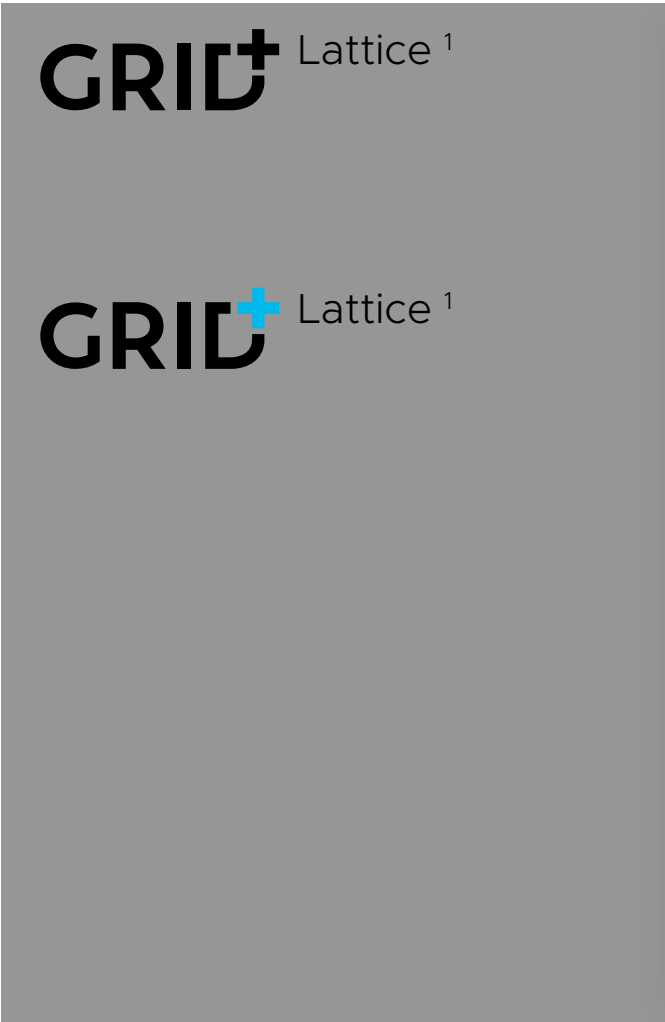


White mode

color modes <sup>2</sup>



Dark mode



Grey mode



White mode

on images



Dark mode



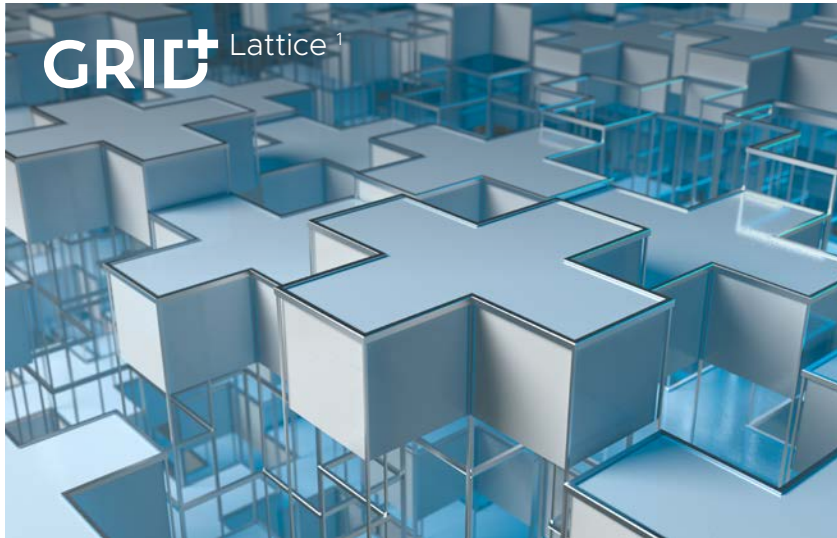
White mode

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%]

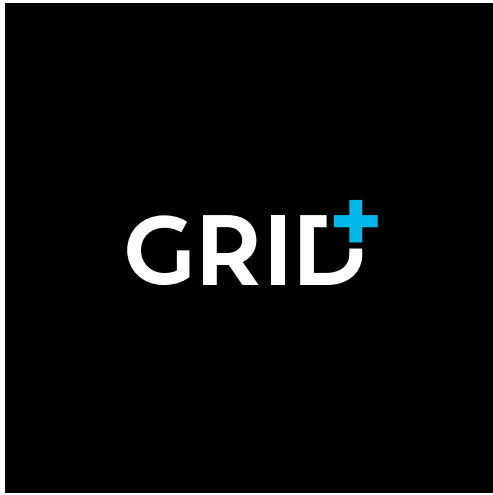
H2 Headers [Metropolis Thin, Spacing 0, Lineheight 120%]

H3 Header [Montserrat Regular, Spacing 0, Lineheight 120%]




















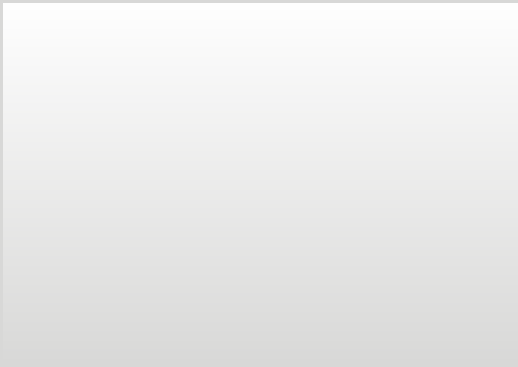
Luptatquo dolor aditatur as idendeligeni consequere con prorem di optinvel maio officim agnimi, si  
volutemo volores tiatur? Quisitat omnis nihicae porest verunt molorpo rernatur, exceatem ipsuntur same  
qui cus aut enis explici dolo tem am aut harum earcien dignisquos moluptae nim consequo tem num  
que culparum velesque consed qui blabore, sae necaborisque si utem nissimagnam eum est hillabo.

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

## avatars



# overview assets

 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	
 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	
 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