



Brand Guideline

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105 px x 30 px
Minimum logo size (digital)



28 mm x 8 mm
Minimum logo size (for print)



You cannot change the proportions
of the logo



Additional
effects cannot be applied



You cannot arbitrarily recolor
logo elements



The logo
cannot be rotated



Font cannot be
replaced



Cannot use other
gradients



It is necessary to leave a protective field around the logo and make sure that no foreign elements get into this space.



Logo



Logo on the Backgrounds



Logo



Logo on the Backgrounds



Gradient

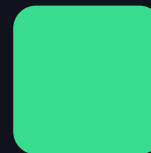


Light Green

#63FAB3

RGB (99, 250, 179)

CMYK (57, 0, 51, 0)



Green

#39DB8F

RGB (57, 219, 143)

CMYK (76, 0, 64, 0)



 #63FAB3

#39DB8F 

Text color

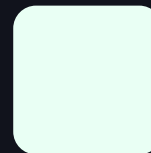


Dark Blue

#11131C

RGB (17, 19, 28)

CMYK (92, 82, 56, 81)



Mint Cream

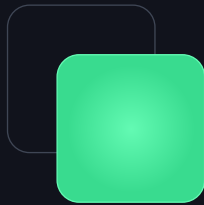
#E9FFF4

RGB (233, 255, 244)

CMYK (11, 0, 8, 0)

Colors

Suggested Color Pairings



**Dark
Blue** + **Green
Gradient**



Gray + **Yellow
Gradient**



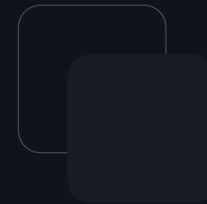
Gray + **Light
Gray**



**Dark
Blue** + **Granite
Gradient**



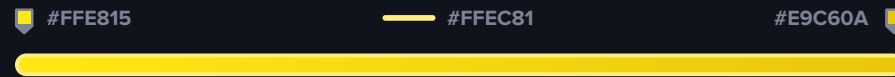
**Dark
Blue** + **Gray**



**Dark
Blue** + **Dark
Gray**

Colors

Secondary Colors



Yellow

#FFE815

RGB (255, 232, 21)

CMYK (3, 2, 89, 0)



Orange

#E9C60A

RGB (233, 198, 10)

CMYK (11, 18, 94, 1)



Light Gray

#7C8497

RGB (124, 132, 151)

CMYK (55, 41, 28, 10)



Gray Medium

#3F4655

RGB (63, 70, 85)

CMYK (76, 62, 44, 40)

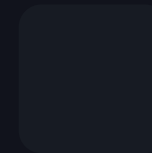


Gray

#212530

RGB (33, 37, 48)

CMYK (86, 74, 52, 66)



Dark Gray

#171B23

RGB (23, 27, 35)

CMYK (88, 75, 56, 76)



Dark Blue

#11131C

RGB (17, 19, 28)

CMYK (92, 82, 56, 81)

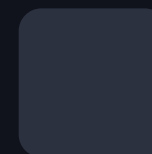


Light Granite

#343A47

RGB (52, 58, 71)

CMYK (79, 66, 48, 50)



Dark Granite

#2C3140

RGB (44, 49, 64)

CMYK (83, 71, 48, 54)



Logo Typeface

WHITE NT

Bold

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz***

1234567890

Web Typeface

PROXIMA NOVA

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

1234567890

SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

1234567890

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

1234567890

Headline 1

48px / 60px / Black (900)

Headline 2

28px / 30px / Bold (700)

HEADLINE 3

25px / 25px / Bold (700)

Headline 4

20px / 20px / Bold (700)

Body Text Large

18px / 22px / SemiBold (600)

Body Text Medium

16px / 18px / SemiBold (600)

Small Text

14px / 16px / Bold (700)

SMALL TEXT

14px / 16px / SemiBold (600)

Smallest Text

12px / 14px / Regular (400)

Headline 1

36px / 42px / Black (900)

Headline 2

22px / 24px / Bold (700)

HEADLINE 3

20px / 20px / Bold (700)

Body Text Medium

16px / 18px / SemiBold (600)

Small Text

14px / 16px / Bold (700)

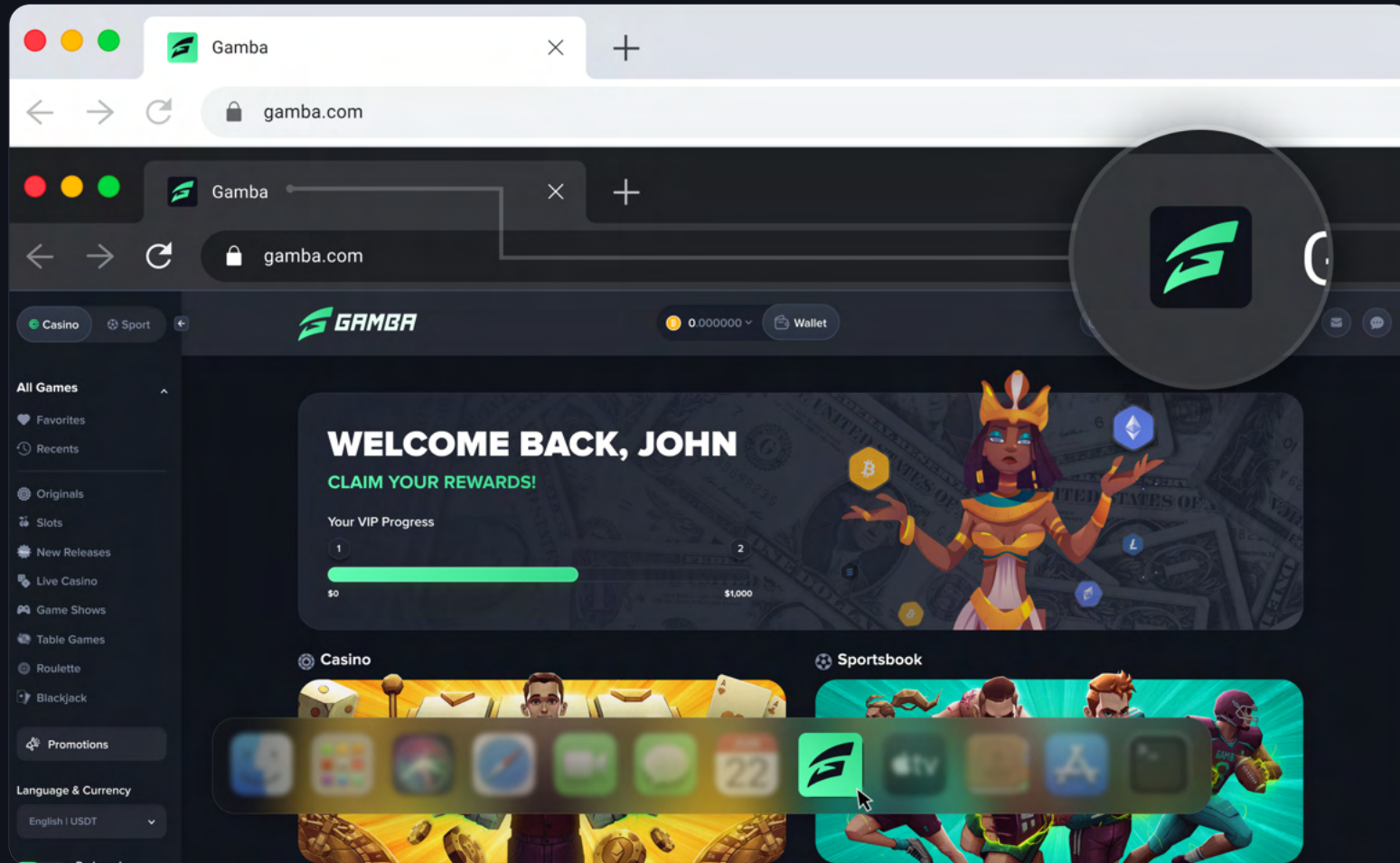
SMALL TEXT

14px / 16px / SemiBold (600)

Smallest Text

12px / 14px / Regular (400)





Logo Application

Merch









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