



# Guidelines

The key brand resources and fundamentals to get started with our brand. Find logos, colors and typography specs.

## Urban Attiva Logo



frontify-image.png

# Urban Attiva Colour Template

## Urban Paws primary colours



Coral

#FF834F

255, 131, 79



Sirocco

#6E7F80

110, 127, 128



Black Haze

#F6F7F7

246, 247, 247

## Tetradic to coral



Razzle Dazzle Rose

#FF4FCB

255, 79, 203



Coral

#FF834F

255, 131, 79



Screamin' Green

#4FFF83

79, 255, 131



Malibu

#4FCBFF

79, 203, 255

## Triadic to coral



Electric Violet

#834FFF

131, 79, 255



Coral

#FF834F

255, 131, 79



Screamin' Green

#4FFF83

79, 255, 131

## Split Complementary to coral



Blue Ribbon

#4F73FF

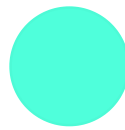
79, 115, 255



Coral

#FF834F

255, 131, 79



Aquamarine

#4FFFD8

79, 255, 219

**Analogous to coral**

**Wild Watermelon**  
#FF4F73  
255, 79, 115



**Coral**  
#FF834F  
255, 131, 79



**Mustard**  
#FFDB4F  
255, 219, 79

**Complementary to coral**

**Coral**  
#FF834F  
255, 131, 79



**Malibu**  
#4FCBFF  
79, 203, 255

**Monochromatic to coral**

**Wax Flower**  
#FFB99C  
255, 185, 156



**Hit Pink**  
#FFA782  
255, 167, 130



**Atomic Tangerine**  
#FF9569  
255, 149, 105



**Coral**  
#FF834F  
255, 131, 79



**Burning Orange**  
#FF7136  
255, 113, 54



**Orange**  
#FF5F1C  
255, 95, 28



**Vermilion**  
#FF4D02  
255, 77, 2

**Tetradic to sirocco**

**Laurel**  
#6E806F  
110, 128, 111



**Sirocco**  
#6E7F80  
110, 127, 128



**Old Lavender**  
#806E7F  
128, 110, 127



**Hurricane**  
#806F6E  
128, 111, 110


**Triadic to sirocco****Bitter**#7F806E  
127, 128, 110**Sirocco**#6E7F80  
110, 127, 128**Old Lavender**#806E7F  
128, 110, 127**Split Complementary to sirocco****Makara**#80786E  
128, 120, 110**Sirocco**#6E7F80  
110, 127, 128**Falcon**#806E76  
128, 110, 118**Analogous to sirocco****Corduroy**#6E8078  
110, 128, 120**Sirocco**#6E7F80  
110, 127, 128**Pale Sky**#6E7680  
110, 118, 128**Complementary to Sirocco****Sirocco**#6E7F80  
110, 127, 128**Hurricane**#806F6E  
128, 111, 110

Monochromatic to sirocco


Monochromatic




**Granny Smith-1**  
#96A4A5  
150, 164, 165



**Granny Smith**  
#889899  
136, 152, 153



**Sirocco-10**  
#7A8C8D  
122, 140, 141




**Sirocco**  
#6E7F80  
110, 127, 128



**Sirocco-2**  
#627172  
98, 113, 114



**Sirocco-3**  
#566465  
86, 100, 101



**Outer Space**  
#4B5657  
75, 86, 87

## Urban Attiva Typography

**Roboto** WEB
**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight:  
Style: **italic**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **100**  
Style: **normal**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **100**  
Style: **italic**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **300**  
Style: **normal**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **300**  
Style: **italic**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **400**  
Style: **normal**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **500**  
Style: **normal**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **500**  
Style: **italic**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **700**  
Style: **normal**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **700**  
Style: **italic**

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

Roboto  
Weight: **900**  
Style: **normal**

**Aa****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890(,.;?!\$&\*)**

Roboto

Weight: 900

Style: italic

## Usage

### HTML

```
1 <link href="https://fonts.googleapis.com/css?family=Roboto" rel="stylesheet" type="text/css">
```

### CSS

```
1 font-family: "Roboto", sans-serif;
```

## Styles