May 2025

Cura Brand Guidelines

Designed for **CURA** by Toby LeSaux Smith

Cura

by halo group

01. **Typography**

Aa

Figtree

Line height and paragraph spacing for headings and body is 1.2 x font size.

Google Fonts - Maximum compatibility & open source licenses. Free for us in non-commercial or commercial projects.

Name	Font Size	Font Weight
# Heading 1	56px	Bold
## Heading 2	42px	Bold
### Heading 2	32px	Bold
Large Body Text Large Body Text	20px	Bold Regular
Normal Body Text Normal Body Text	16px	Bold Regular
Small Body Text Normal Body Text	12px	Bold Regular

02. Colours

Our Ethos

Our primary colours are bold yet refined, chosen to convey confidence, trust, and a modern, forward-thinking approach. Supporting secondary tones add flexibility and depth, allowing us to adapt across different platforms while maintaining a consistent visual identity.

Primary Colours

Our core colours should be used across all applications to ensure a consistent and recognisable identity. We utilise 3 core colours with 2 forming our gradient.

- **Bluewave #4A7DFF**
  Bold, clear, and confident. A reliable colour with medical connotations.

- **Electric Gradient #C073FF - #7279FB**
  Creative and modern with a soft, radiant energy. Reflecting our cutting edge digital nature.

#4A7DFF
Bluewave

#7279FB
Electric Lilac

#C073FF
Electric Violet

#162B61
Midnight

#9B9EAF
Steel

#E0E1F4
Mist

#6CEFEB
Mint Drift

03. Logo & Icon

Logo on Light
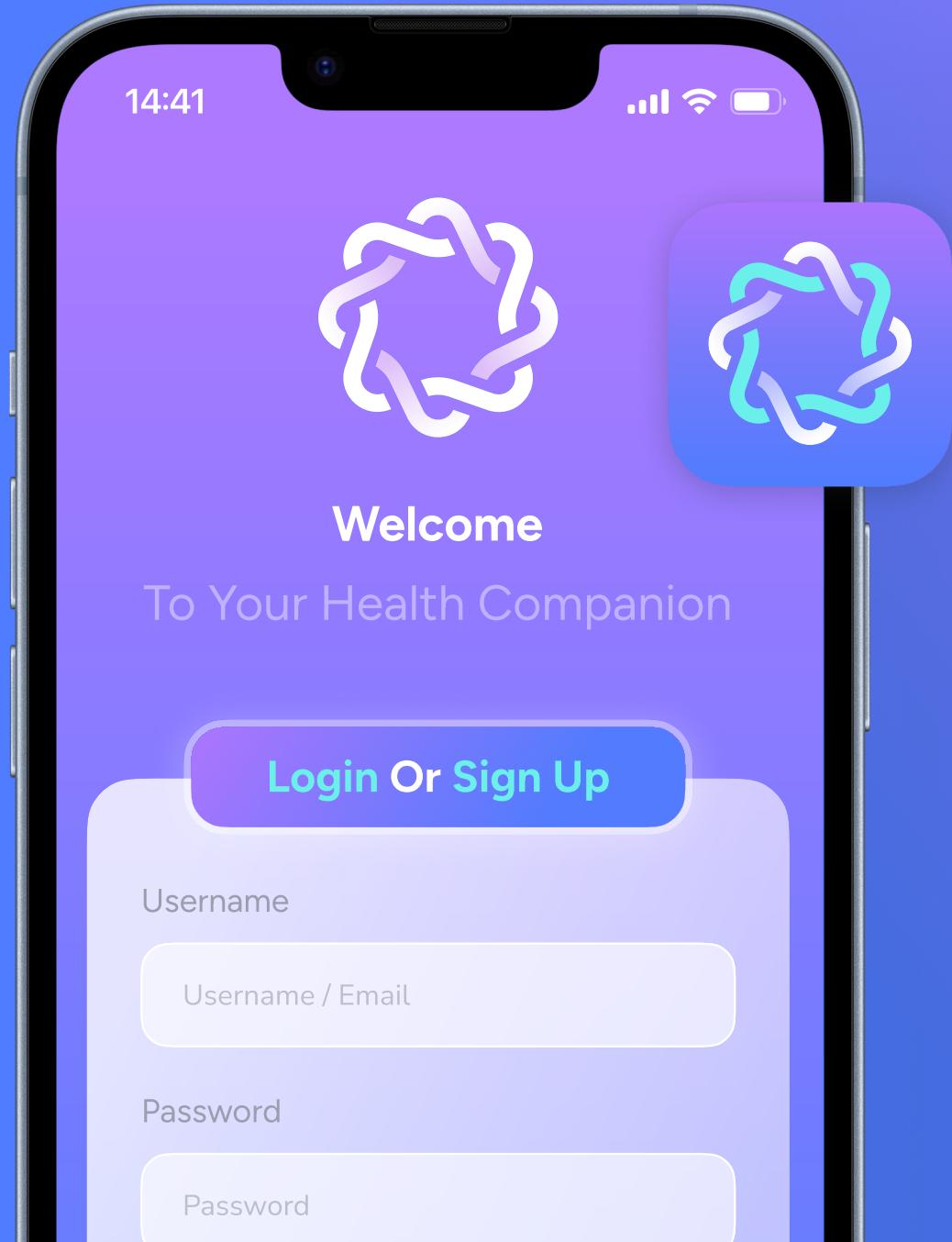
Logo on Colour

Logo on Dark