



Brand Guideline



Fonts

Asap Condensed Medium

Montserrat Regular

Colours



Primary Orange

HEX: #FF6600
RGB: 255, 102, 0
CMYK: 0, 71, 94, 0



Blue

HEX: #2914CC
RGB: 41, 20, 204
CMYK: 91, 91, 0, 0



Secondary Orange

HEX: #FF8333
RGB: 255, 133, 51
CMYK: 0, 60, 82, 0



Green

HEX: #14CC6F
RGB: 20, 204, 111
CMYK: 91, 0, 73, 0



Turquoise

HEX: #00A9B2
RGB: 0, 169, 178
CMYK: 89, 2, 18, 0



Yellow

HEX: #FFAC0D
RGB: 255, 172, 13
CMYK: 2, 32, 95, 0