



Brand Style Guide

2023



Table of Contents

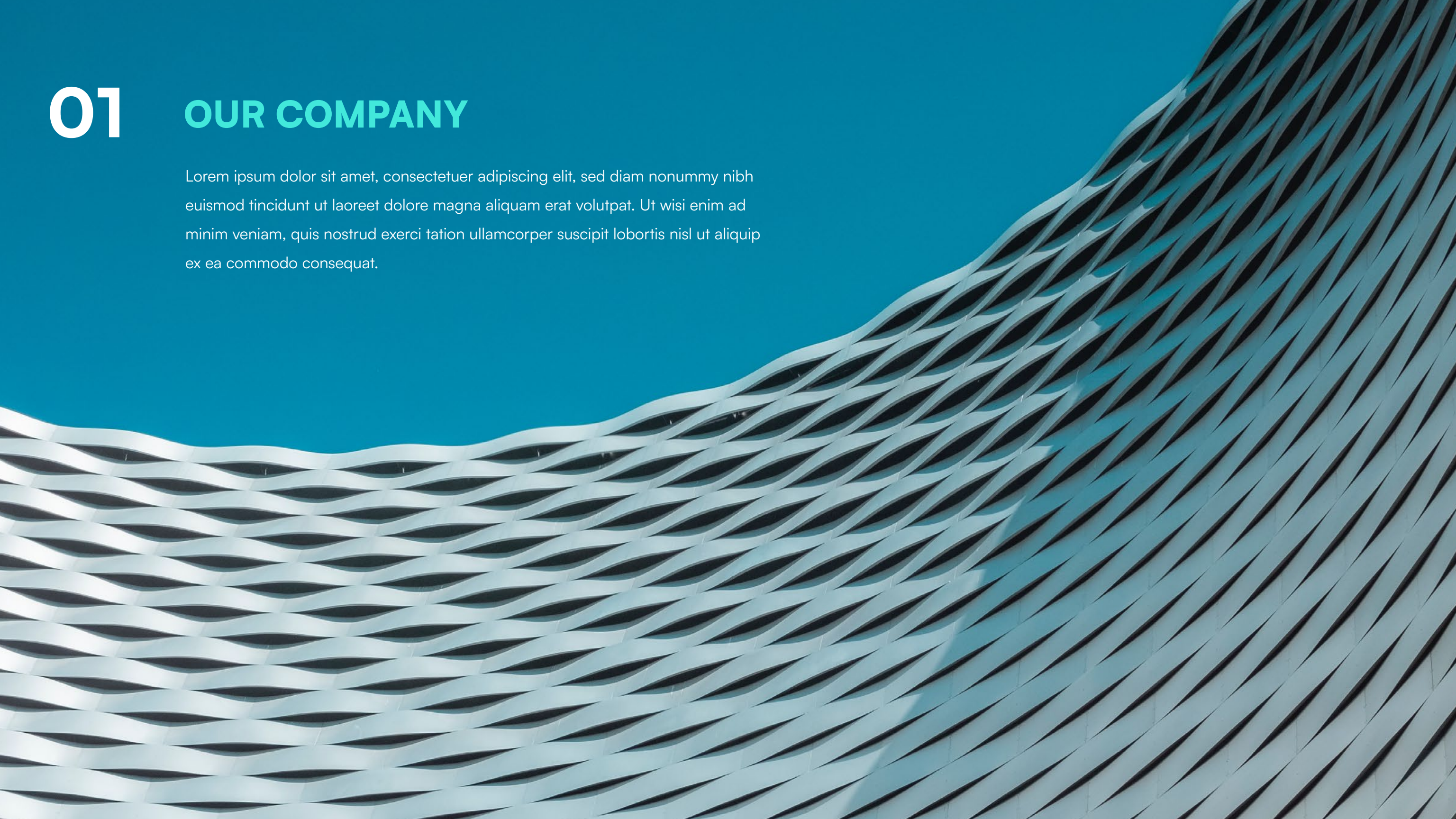
01	<i>Our Company</i>
02	<i>Logo</i>
03	<i>Logo Versions</i>
04	<i>Logo Don'ts</i>
05	<i>Colors</i>

06	<i>Typeface</i>
07	<i>Imagery</i>
08	<i>Social Media</i>

01

OUR COMPANY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



LOGO

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut
aliquip ex ea commodo consequat.



LOGO VERSIONS

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat
volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut
aliquip ex ea commodo consequat.



LOGO LIGHT VERSION



LOGO DARK VERSION



LOGOMARK LIGHT VERSION



LOGOMARK DARK VERSION

LOGO DON'TS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



Do not stretch



Do not squeeze



Do not rotate



Do not modify



Do not recolor



Do not place on noise

COLORS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

PRIMARY

HEX	CDFCE7	HEX	42E8DB	HEX	1DB7AC
RGB	205, 252, 231	RGB	66, 232, 219	RGB	29, 183, 172
HSB	152, 18, 98	HSB	175, 71, 90	HSB	175, 83, 71
CMYK	17, 0, 14, 0	CMYK	54, 0, 24, 0	CMYK	73, 2, 40, 0

SECONDARY

HEX	FFFFFF	HEX	595C63	HEX	0E1531
RGB	255, 255, 255	RGB	89, 92, 99	RGB	14, 21, 49
HSB	175, 0, 100	HSB	221, 9, 38	HSB	227, 71, 19
CMYK	0, 0, 0, 0	CMYK	65, 56, 48, 23	CMYK	94, 87, 48, 62

PRIMARY TYPEFACE

Satoshi

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat
volutpat.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$<>';;.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$<>';;.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$<>';;.

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$<>';;.

SECONDARY TYPEFACE

Erode

Lorem ipsum dolor sit amet, consectetuer adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat.

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$<>';;.

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$<>';;.

Regular

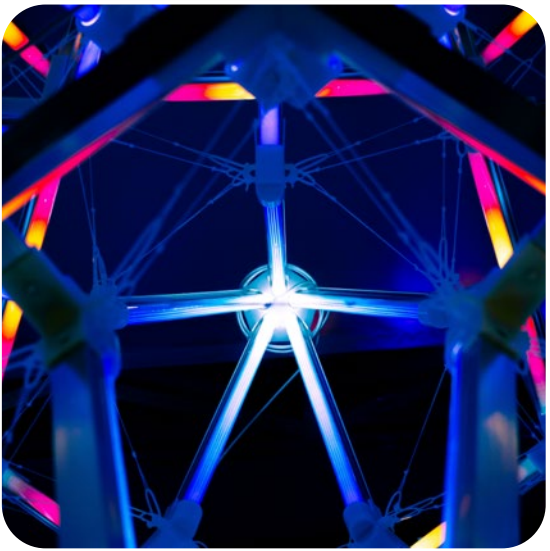
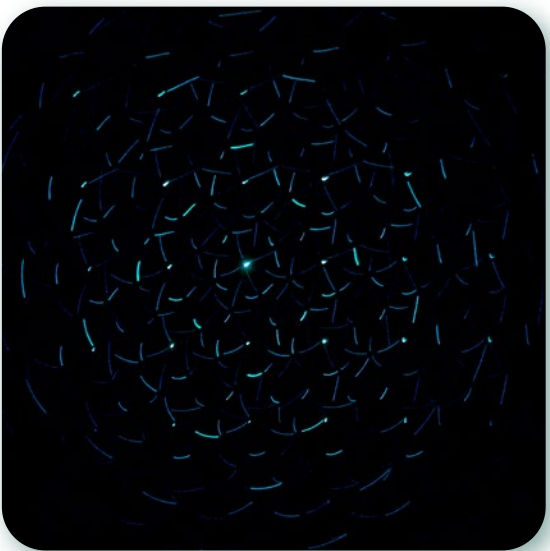
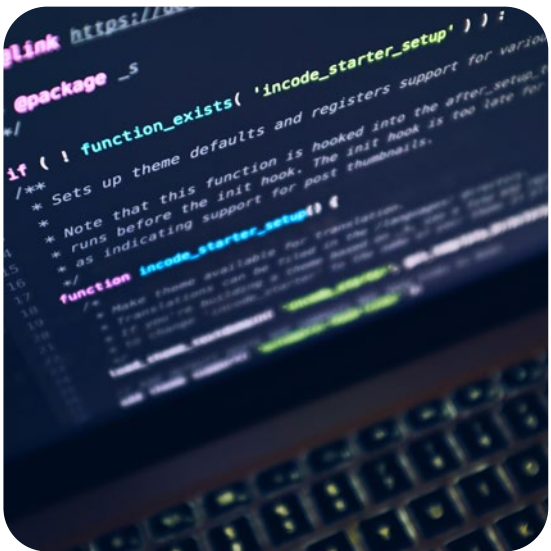
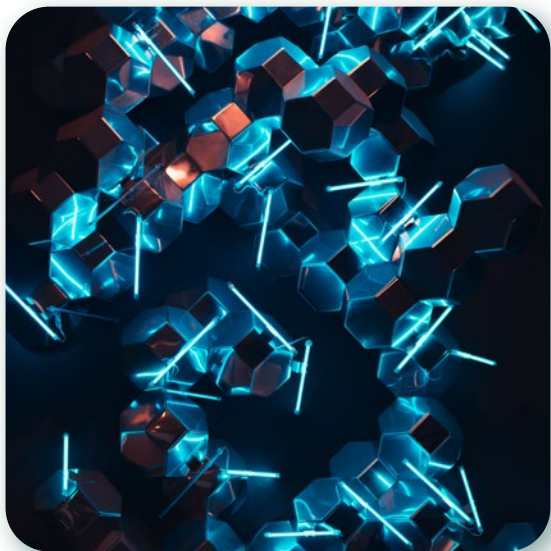
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$<>';;.

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?&\$<>';;.

IMAGERY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



SOCIAL MEDIA CONTENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



