



Brand Guidelines

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Contents

Badge Variations	3
Badge Clear Space	4
Badge Usage	5
Color Palette	6
Type	7
Building New Badge Versions	8

Badge Variations

The primary badge is in full colour and should be used whenever possible, on light backgrounds.

The white version can be used on dark backgrounds.



Badge Clear Space

Clear space is the minimum amount of space required around the badge to be free of other graphics, text, etc. This also includes the minimum distance between the badge and the edge of a page, screen, or border.

The clearspace required around the badge is equivalent to the height of the C in Caliptra.



Badge Usage

In order to maintain the integrity of the brand, the badge must never be altered, distorted or recreated.

Always use the official badge files when reproducing the badge.



Do not apply drop shadows or any other 3D effect to the badge.



Do not put the badge on a background that does not provide sufficient contrast to be easily read.



Do not stretch, warp, skew or distort the badge in any way.



Do not rotate the badge unless absolutely required, in which case it can be rotated exactly 90°.



Do not change the proportions or arrangement of the badge.



Do not change the color of the badge.

Color Palette

The primary brand color is Sea Blue.

Sage Green is used for the badge's version number, and the brand colours combine in a gradient used in the badge's graphic elements.



<p>#02587e RGB 2 88 126 CMYK 96 64 31 12</p> <p>Sea Blue</p>	<p>#7d9c81 RGB 125 156 129 CMYK 54 25 55 3</p> <p>Sage Green</p>	<p>#e2c676 RGB 226 198 118 CMYK 12 19 64 0</p> <p>Golden Yellow</p>
<p>Sea Blue > Seafoam Green > Wheat Yellow > Golden Yellow</p> <p>Gradient</p>	<p>#cee6bf RGB 206 230 191 CMYK 20 0 31 0</p> <p>Seafoam Green</p>	<p>#ebe08e RGB 235 224 142 CMYK 9 6 54 0</p> <p>Wheat Yellow</p>

Type

The brand typeface is Inter and should be used when producing new versions of the badge.

The version number is written in Inter Regular.

Inter

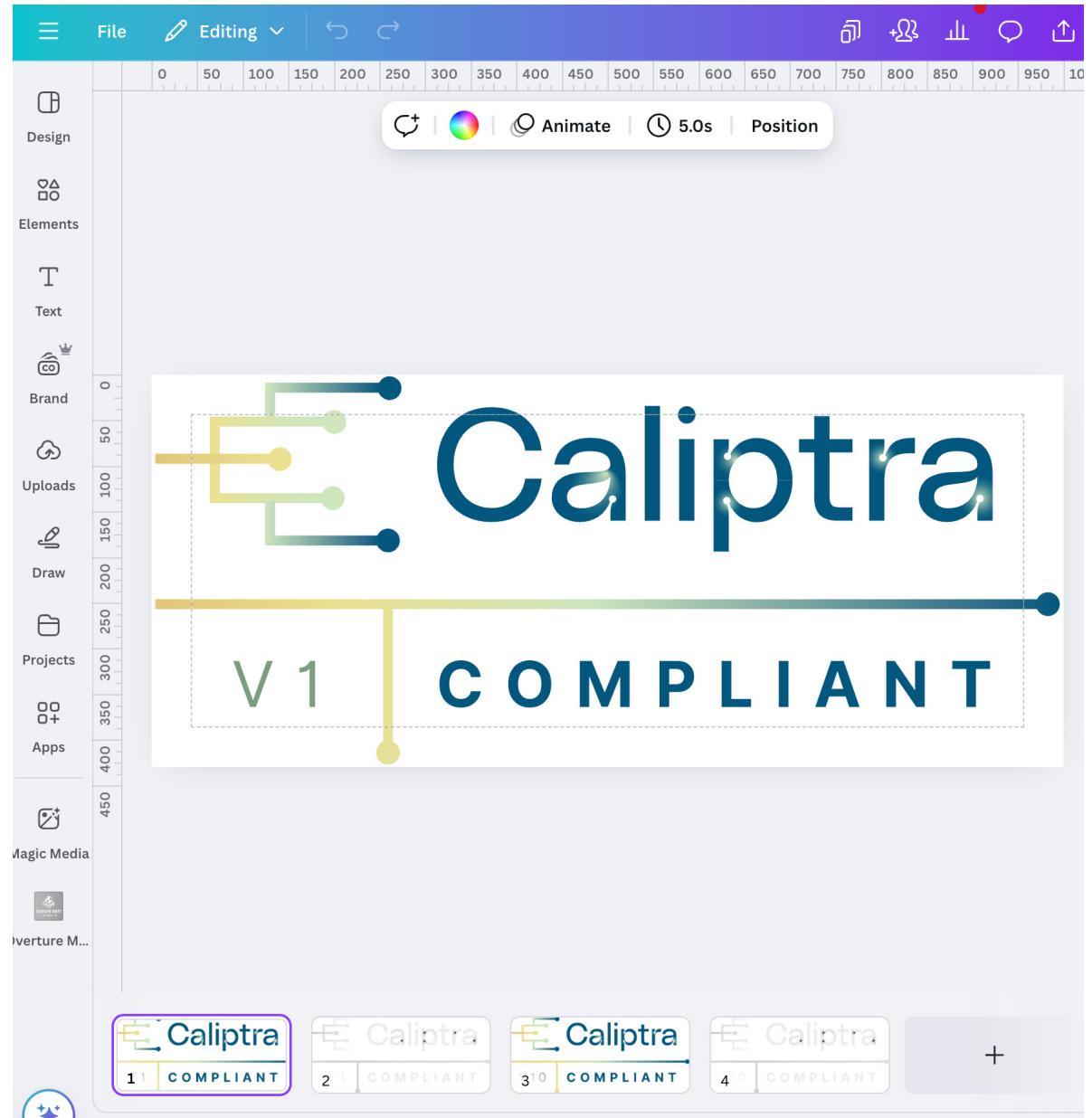
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Inter is available freely as a **Google Font**.

Building New Badge Versions

New versions of the badge can be created as needed using the [Canva template](#).

Note that the template includes a variation for a single-digit version number and a double-digit version number, each in both colour and white variations. Please ensure to use the correct variation for your version number to ensure correct text alignment.



Thank you!