

LOGO

MEANING



MINIMUM SIZE = 25mm - print



USAGE



CLEARSPACE = half the height of the logo



COLORS

Pink Coral Dark Blue Happy Blue Neutrals

| | | | |
|---------------------|---------------------|---------------------|---------------------|
| Pink Coral | Dark Blue | Happy Blue | Neutrals |
| 900 #991C39 | 900 #06214B | 900 #2A7581 | 000 #FFFFFF |
| 800 #CC254C | 800 #082C64 | 800 #389CAC | 800 #222222 |
| BASE #FF2E5F | BASE #0A377D | BASE #46C3D7 | BASE #444444 |
| 600 #FF587F | 600 #3B5F97 | 600 #6BCFDF | 600 #8F8F8F |
| 500 #FF829F | 500 #9DAFCB | 500 #90DBE7 | 500 #B4B4B4 |
| 400 #FFABBF | 400 #C9D8F0 | 400 #B5E7EF | 400 #C7C7C7 |
| 300 #FFD5DF | 300 #DFEBFE | 300 #DAF3F7 | 300 #DADADA |
| 200 #FFEAEF | 200 #E9F1FE | 200 #ECF9FB | 200 #EEEEEE |
| 100 #FFF5F7 | 100 #F2F6FF | 100 #F6FCFD | 100 #F5F7FA |

BASE COLOUR - Used mainly for call to action items and important elements meant to catch user's attention fast.

BASE COLOUR - Used mainly for secondary call to action items, icons, headings and body text.

BASE COLOUR - Used mainly for tertiary call to action items usually on dark background , icons and subtitles.

Used mainly for backgrounds.

FONTS

Ubuntu

Used for headings and body text

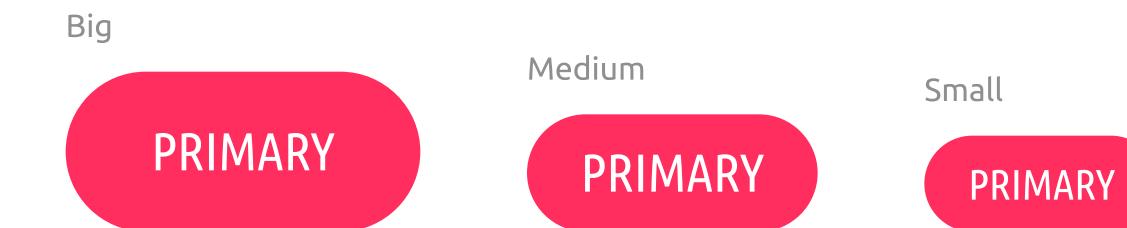
Regular

Bold**Ubuntu Condensed**

Used for buttons and menu items

Regular

BUTTONS & SHORT LINKS

3 sizes

SUBHEADLINE

Headline

Headline

LOREM IPSUM DOLOR SIT, CONSECTETUR ADIPISCING ELIT.
Pellentesque bibendum, nisi non ornare aliquet, mi
lectus sagittis sapien, efficitur lobortis dolor velit in
justo. Curabitur tristique mollis turpis congue
suscipit. Praesent ac lacus semper, sodales erat in,
accumsan risus. Nulla facilisi.

Aenean vulputate nunc massa, id elementum ipsum
fermentum quis. Sed at felis vel libero gravida
consequat et ac velit. Ut id sem arcu. In et nulla non
magna lacinia posuere. Nulla a imperdiet ante.

Different variations and colours

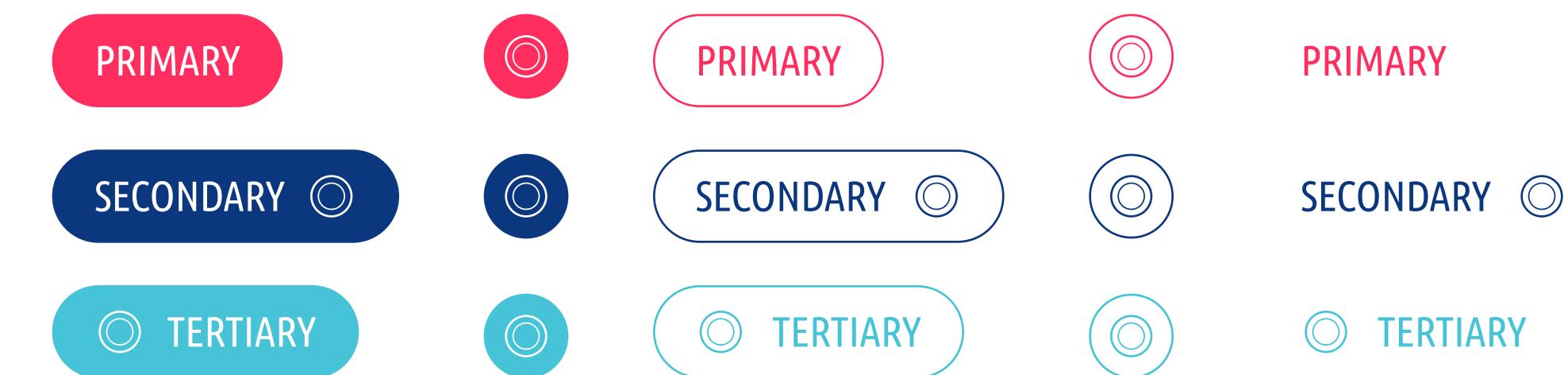
Use the different variations of buttons based on their importance and context.

For example:

"PinkCoral" filled button - attracts the most focus hence use it when the action is important and desirable.

"PinkCoral" outlines button - use it when the action is still important but secondary in the context

"DarkBlue" filled button - use it when the action is important but the context has too much "pink".



**Please see the Buttons
section for more details!**

2 COLOURS

Used mainly the 2 colour icons with Dark Blue and Happy Blue.



Alternative for 2 colours icons depending on background and context.



1 COLOUR

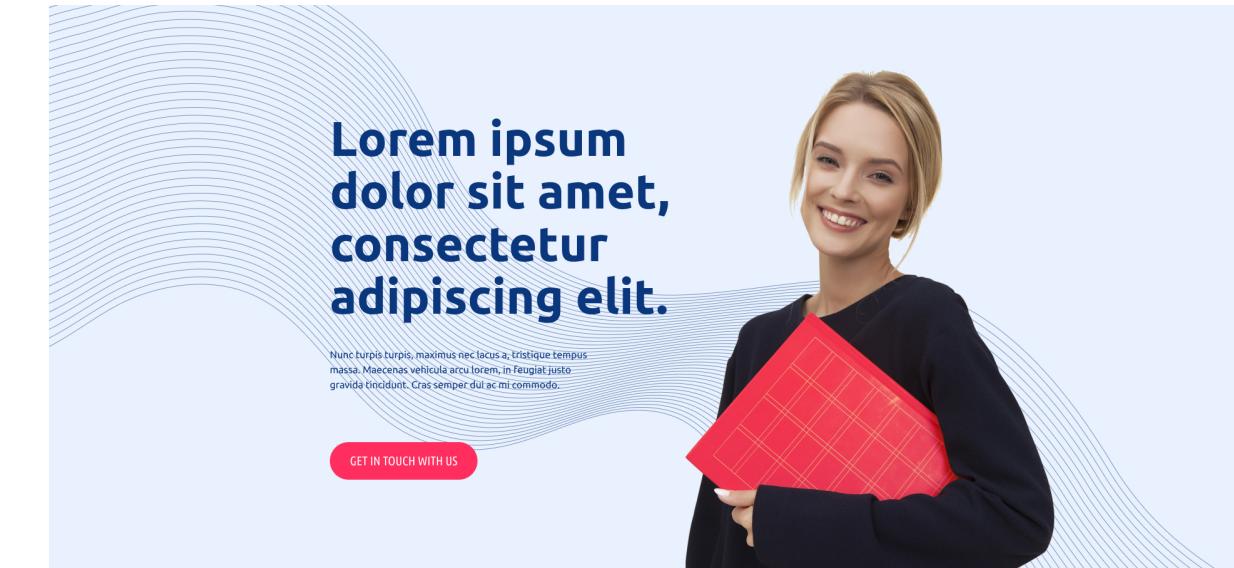
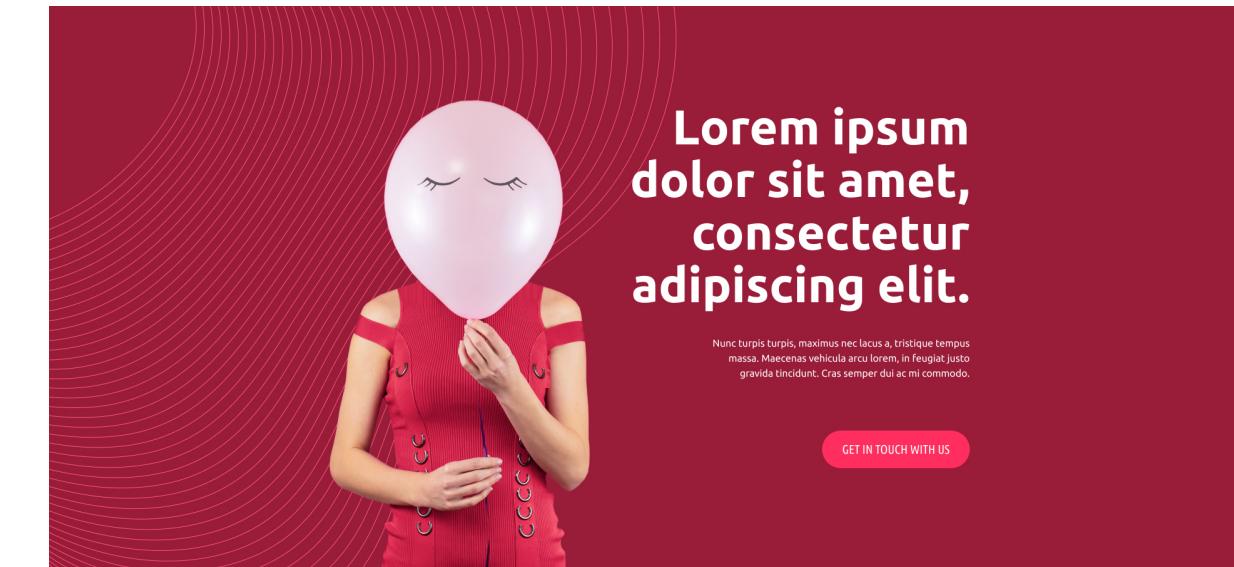
Used only when the 2 colours icons do not apply.
For example: small size icons, where we do not want to attract the user's focus, the context is already "busy" enough or to only support text.



Please see the Icons section for more details!

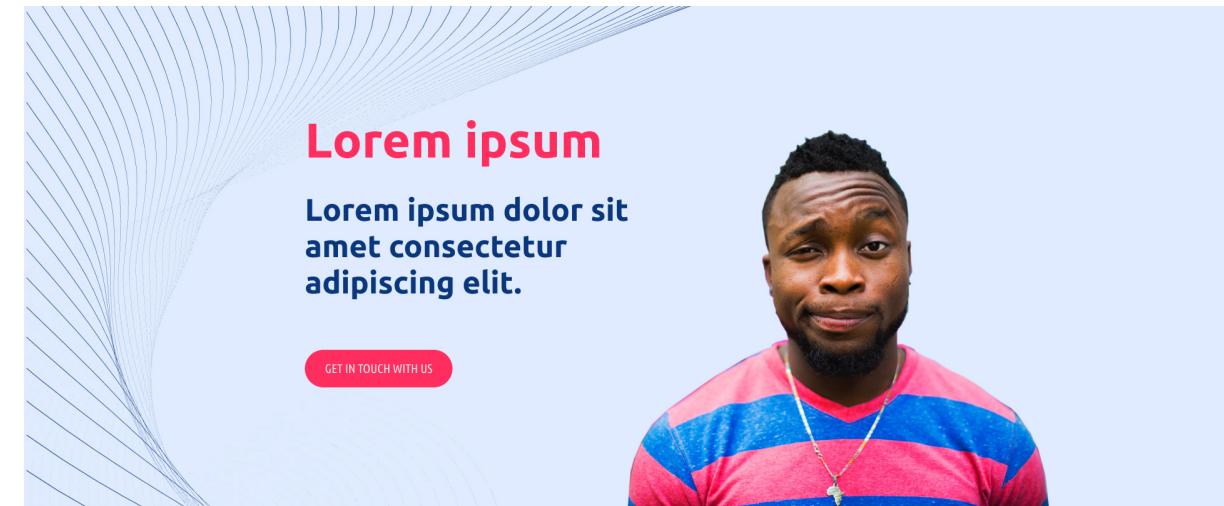
BACKGROUND LINES

Use background lines only for big sections.
The colour of the lines should be slightly different than the background, not too much to steal the entire focus but just enough to create an elevated look and feel in the context.



IMAGERY

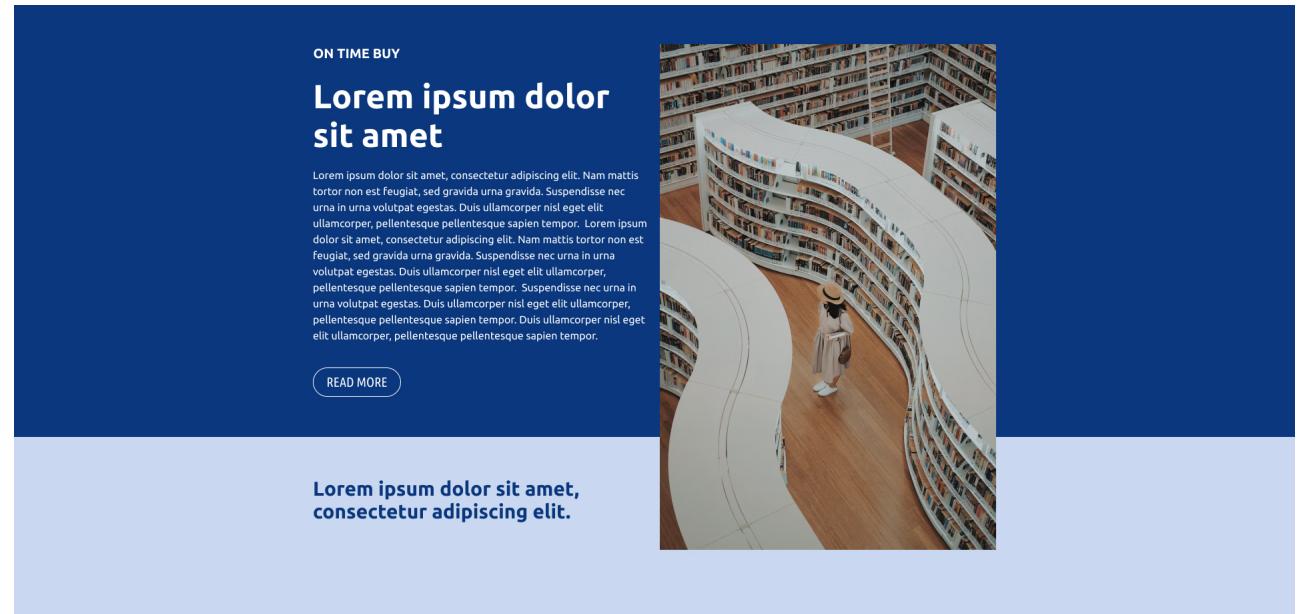
Use images with a limited colour scheme similar with the brand colours.
Use images relevant in the context of use.
It is encouraged to use images depicting humans.



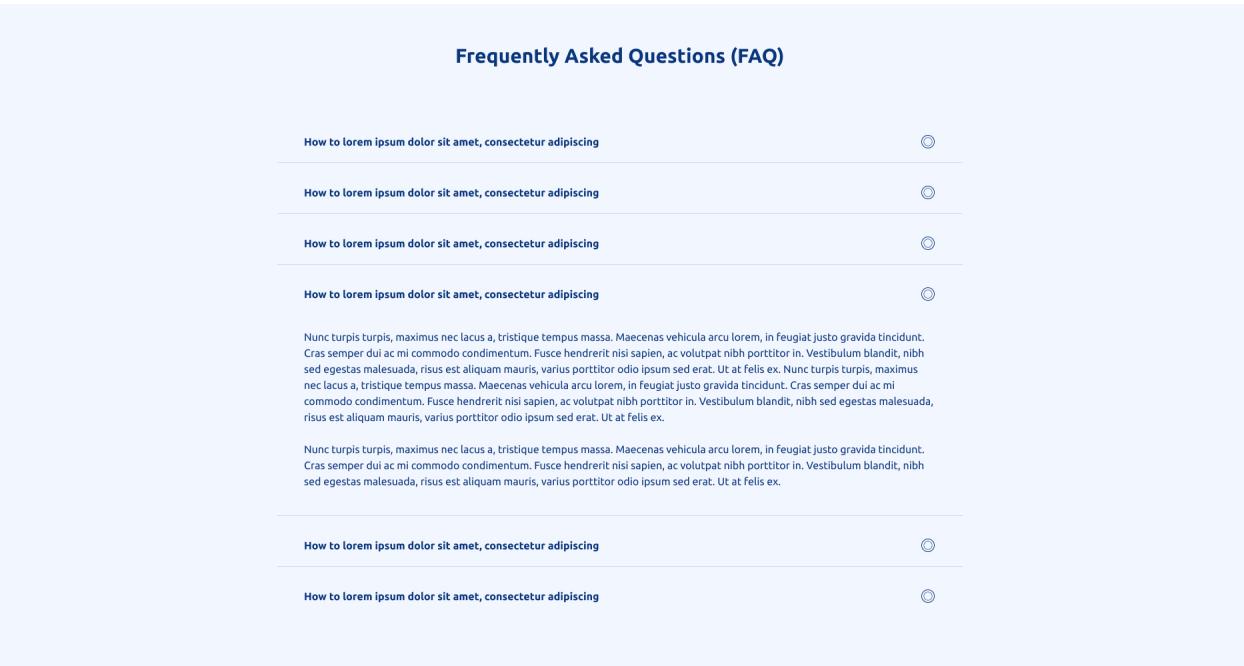
Please see the Backgrounds section for more details!

BORDERS & LINES

Content section do not use borders

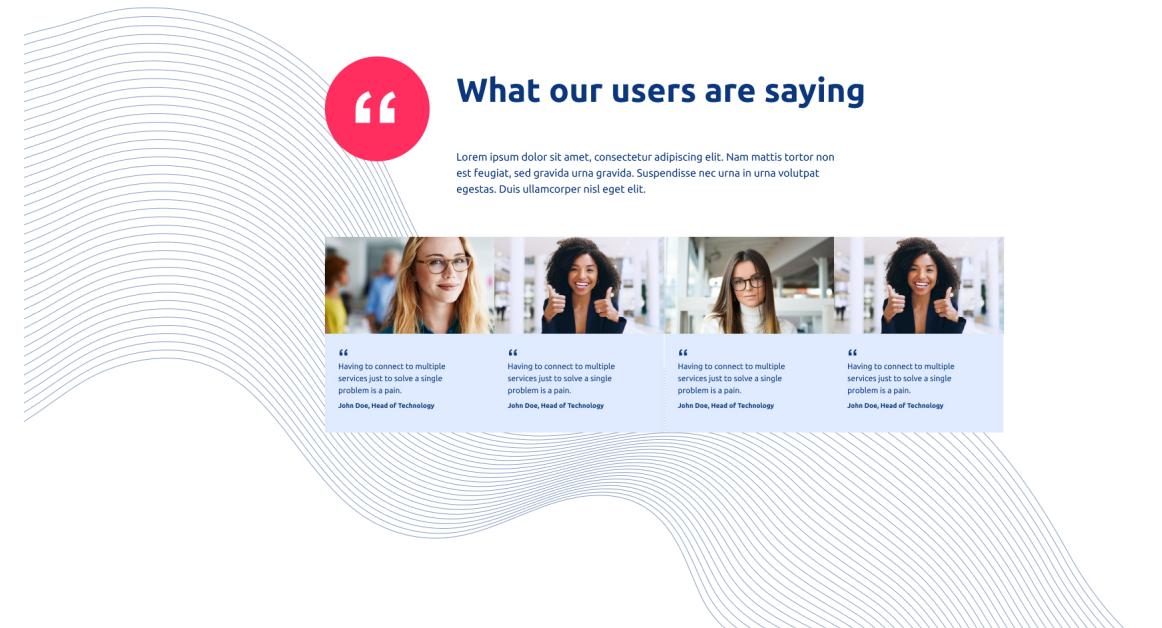
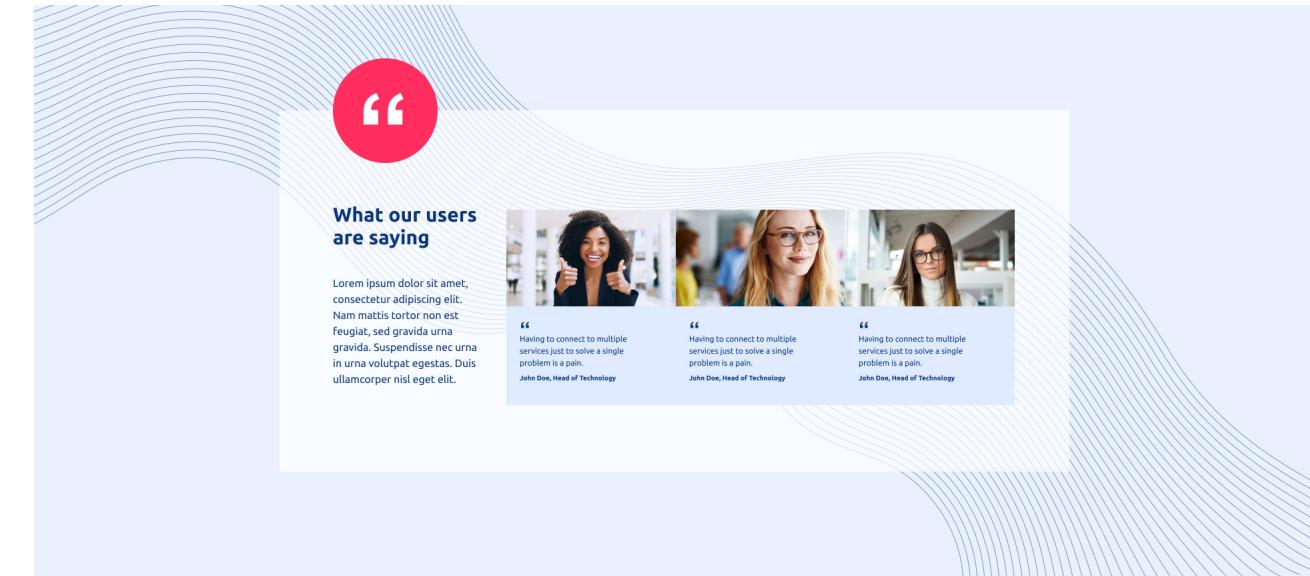


Use line only for list items separations



CORNERS

Straight corners for backgrounds



Round corners for buttons

PRIMARY