#### Logo

#### Main logo





#### **Identity**

### Symbol 1, Variations











Inversed Logo





Symbol 2, Variations







**Primary Colors** 

These colors are to be used for all headings, subheading, and body





#### Secondary Colors

These colors can be used as accents, such as the background color of a button, linework throughout the platform(s), decorative uses of the symbol and logo, and to highlight text if need be



#D3D2D9







#E93886



#456789

**Typeface** 

#### Various typeface use cases

#### Fonts

# Heading

Futura PT in 24 pt

# Sub heading

Open Sans in 20 pt

## Caption

Open Sans in 16 pt

#### **Body Text**

Open Sans in 12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Futura PT Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Open Sans Regular

123456789

123456789

123456789