Shapel Logo Guide

Primary logo - Full colour

Favicon

Logo Black on White
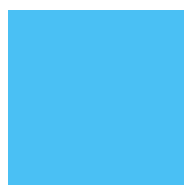

Logo White

Logo Colours

C:52 M:52 Y:0 K:0
R:145 G:129 B:253
Hex: #9181FD

C:63 M:0 Y:73 K:0
R:94 G:190 B:116
Hex: #5EBE74

C:5 M:2 Y:90 K:0
R:94 G:190 B:116
Hex: #F9EB32

C:60 M:5 Y:0 K:0
R=74 G:192 B=244
Hex: #4AC0F4

Logo Font

Avenir Next Medium

ABCDEFGHIJKLNMOPQRSTUVWXZ
abcdefghijklnmopqrstuvwxz

Files types provided

JPEG Files

JPEG files are verstile and can be used for both print and digital applications. They have a white background. They should be used at the size that is provided and will lose quality if they are blown up in size.

PNG Files

PNG files are for use in digital formats. They have a transparent background. They are great for social graphics and can be used in programs like Canva. They should be used at the size that is provided and will lose quality if they are blown up in size.

EPS Files

Vector files (EPS + Ai) are great for signage and clothing printing. These files are scalable to any size. You as the client will not be able to open these file types unless you have the correct graphic programs.