

PATH Lab

Brand Style Guide

Version 1

LOGOS

PRIMARY LOGO



Logo with text default

Use the Primary logo for most applications

Use the Secondary icon for small placements

Do not stretch recolor or add effects

SECONDARY LOGO



Icon only tight spaces

COLOUR PALETTE



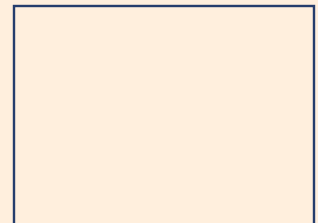
RGB 57 79 121
HEX 394F79



RGB 37 61 108
HEX 253D6C



RGB 126 132 111
HEX 7E846F



RGB 255 239 221
HEX FFEFDD

BRAND FONTS

Montserrat Headings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Use Montserrat Regular for body text and heavier weight for headings