

# PATH Lab

## Brand Style Guide

Version 1

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### LOGOS

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#### 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

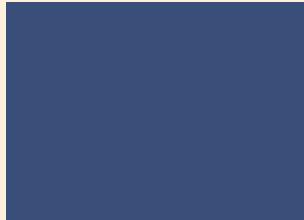


Icon only tight spaces

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### COLOUR PALETTE

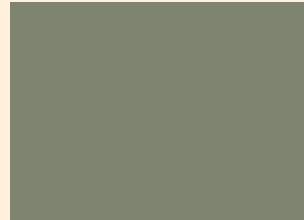
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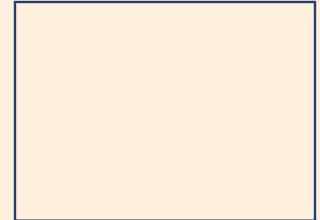
RGB 57 79 121  
HEX 394F79



RGB 37 61 108  
HEX 253D6C



RGB 126 132 111  
HEX 7E846F



RGB 255 239 221  
HEX FFEFDD

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### BRAND FONTS

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#### Montserrat Headings

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

#### Montserrat Body Copy

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Use Montserrat Regular for body text and heavier weight for headings