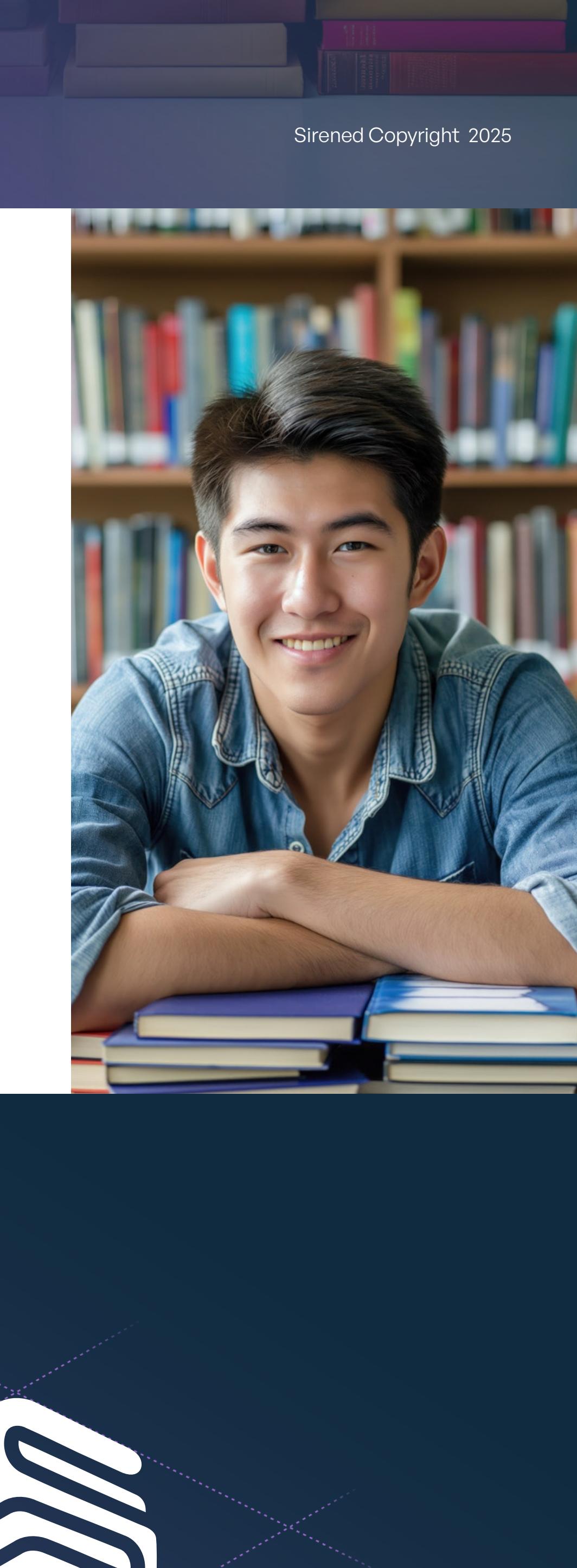




Brand Guidelines

A guide outlining the Visual Identity of our Brand.



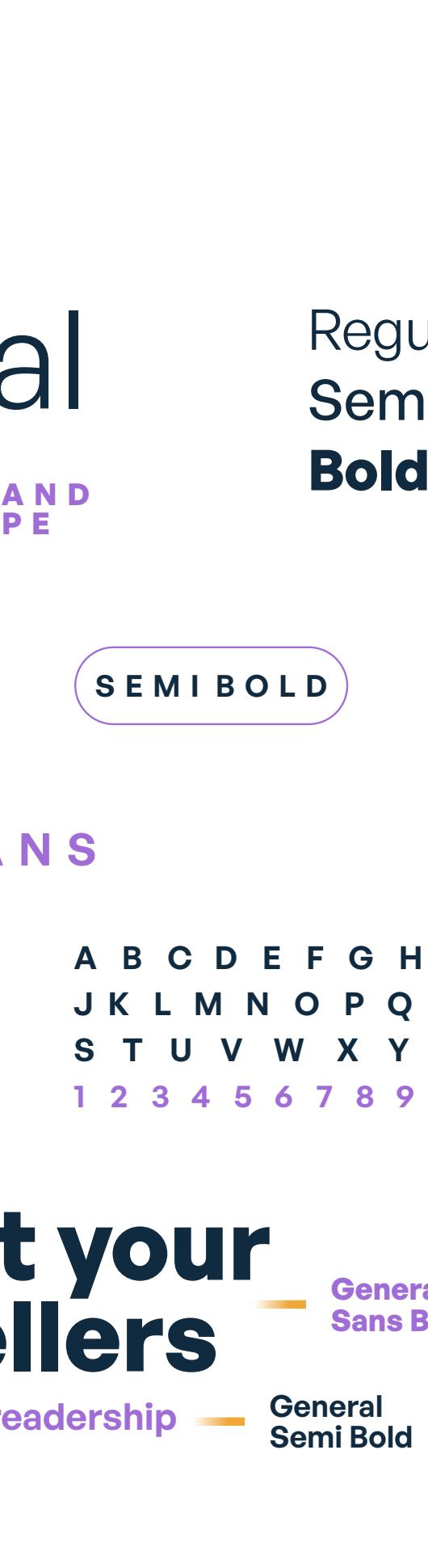
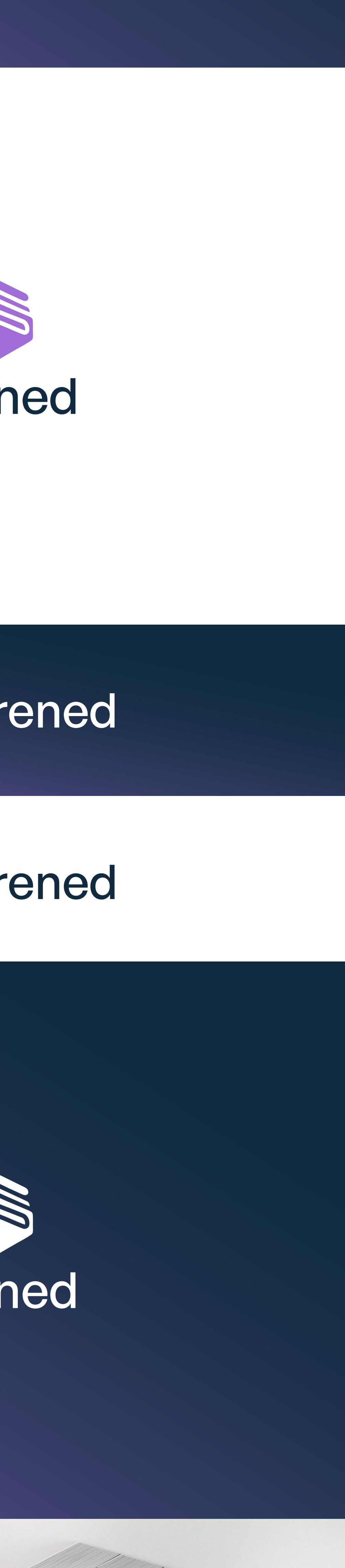
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#102B3F
R: 16 G: 43 B: 63
C: 75 M: 32 Y: 0 K: 75

#EFA738
R: 239 G: 167 B: 56
C: 0 M: 30 Y: 77 K: 06

#F6F0FB
R: 246 G: 240 B: 251
C: 02 M: 04 Y: 0 K: 02

#FFFFFF
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0

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Our brand embraces a clean and modern sans-serif font for its typography. The chosen typeface blends simplicity with a hint of sophistication, aligning seamlessly with our contemporary brand identity.

TYPGRAPHY

General Sans

BRAND TYPE

REGULAR

SEMI BOLD

BOLD

GENERAL SANS

Regular
Semi-Bold
Bold

Body Copy
Sub-Heading
Headlines

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

GENERAL SANS

REGULAR

SEMI BOLD

BOLD

GENERAL SANS

REGULAR