POKTPOOL **IDENTITY** GUIDELINES

[Primary Lockup]

[logotype]

[Alternative Lockup]

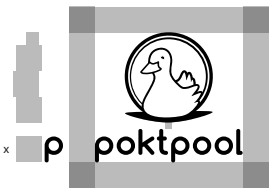
[Glyph]

COLORS

[Orange]	[Black]	[Yellow]
HEX: #FF7800 CMYK: 0,60,92,0 RGB: 240,126,32	HEX: #000000 CMYK: 0,0,0,100 RGB: 0,0,0	HEX: #FFD100 CMYK: 0,18,90,0 RGB: 255,209,27
[Light Grey]	**[Blue]**	**[Light Blue]**
HEX: #808080 CMYK: 0,0,0,50 RGB: 128,128,128	HEX: #0366FF CMYK: 100,20,0,40 RGB: 0,98,147	HEX: #09D7FE CMYK: 60,0,5,0 RGB: 93,197,234

CLEARSPACE

Poktpool's logo clearspace on all sides should be equal to x - the height of the 'p' from 'Poktpool'. The logo should maintain a clearspace on all sides equal to 1x.

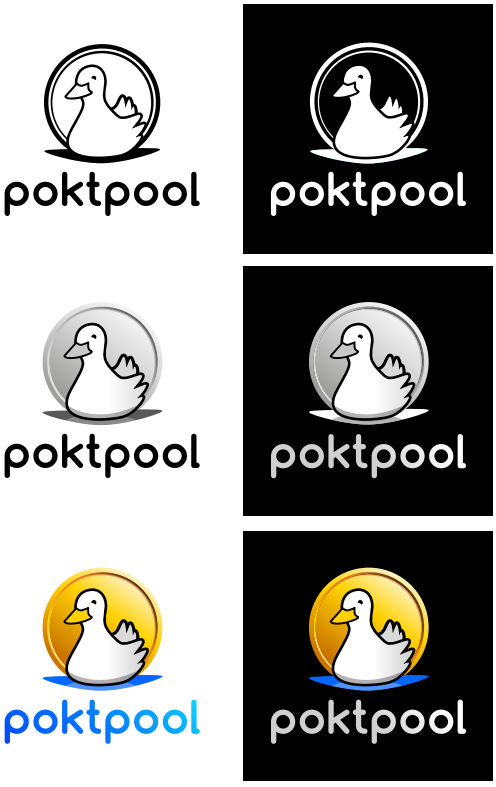


MINIMUM SIZES

1 inch

LOGO COLOR VARIATIONS

Poktpool's logo can be displayed in either black or white, depending on the application. The logo should not be used on any other low contrast backgrounds.



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LOGO USAGE

Do not rotate or invert logo.

Do not alter approved colors.

Do not stretch or compress logo.

Do not add effects.

Do not place on low contrast background.

Do Not alter type face or fonts.

FONTS

The main logo font is Montserrat. Montserrat should be used for headers paired with Montserrat Semi Bold.

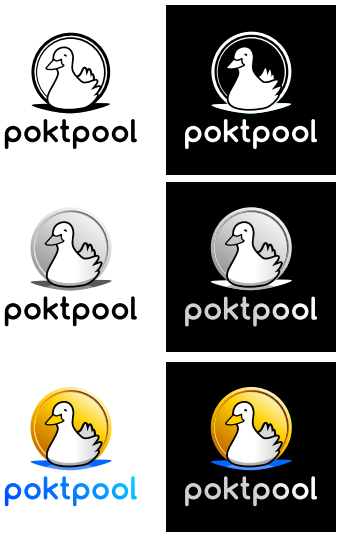
Header: Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVW XYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£$%

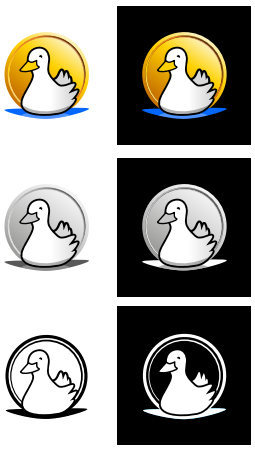
Bodytext: Montserrat

ABCDEFGHIJKLMNOPQRSTUVW XYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£$%

[Primary Lockup]



[Glyph]



[Alternative Lockup]

[Logotype]