pentwater CONNEC

STYLE GUIDE

PENTWATER || BRAND LOGO || TYPOGRAPHY || PALETTE || DESIGNS

BRAND LOGO

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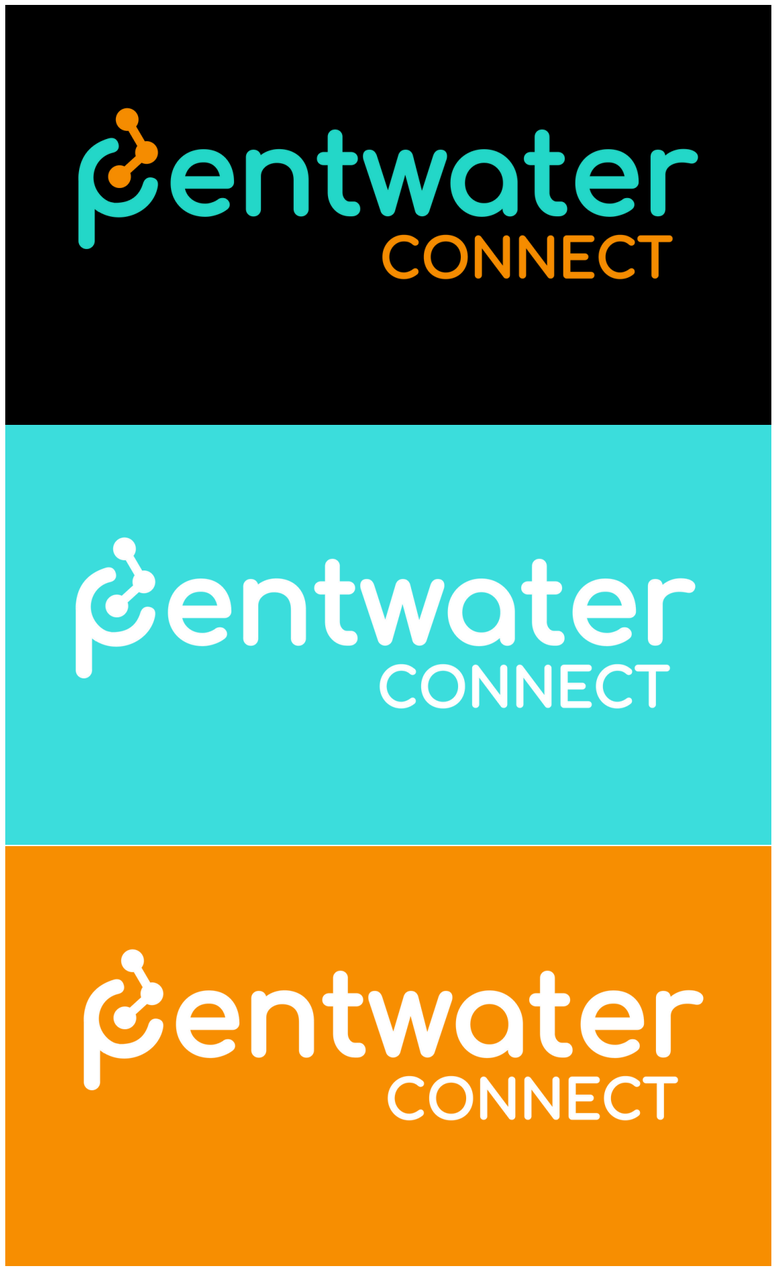
PENTWATER LOGO

Our logo has been carefully constructed to maintain ownable characteristics while allowing for perfect legibility on most applications.



TYPO GRAPHY

TYPOGRAPHY: FONTS

Roboto Font Family

ROBOTO REGULAR

12345678910

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO BOLD (PRIMARY)

12345678910

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Bold is our primary corporate typeface. This font is commonly used in headlines, subheads and quotes and set to UPPERCASE

EXAMPLE HEADLINE - ROBOTO REGULAR

PENTWATER CONNECT

EXAMPLE HEADLINE - ROBOTO BOLD (PRIMARY)

PENTWATER CONNECT

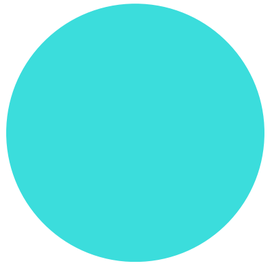
NOTES: When using the primary font, set the headline, subheads, and quotes to UPPERCASE.

BRAND COLOR PALETTE

PENTWATER || BRAND LOGO || TYPOGRAPHY || PALETTE || DESIGNS

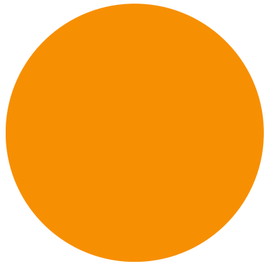
COLOR PALETTE

Boracay Blue



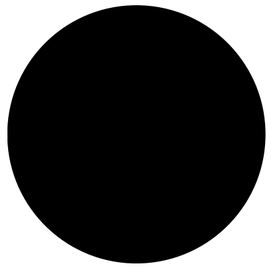
CMYK	RGB	Hex
C: 73	R:51	#3bdddc
M:0	G:221	
Y: 0	B:220	
K:13		

Saffron Gold



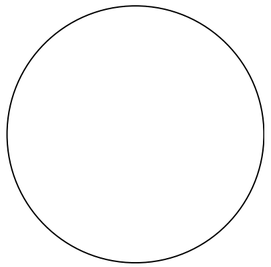
CMYK	RGB	Hex
C: 0	R:247	#f78f02
M: 42	G:143	
Y: 99	B:2	
K: 3		

Black



CMYK	RGB	Hex
C:100	R: 0	#000000
M:100	G: 0	
Y:100	B: 0	
K:100		

White



CMYK	RGB	Hex
C: 0	R: 255	#ffffff
M: 0	G: 255	
Y: 0	B: 255	
K: 0		

Color usage

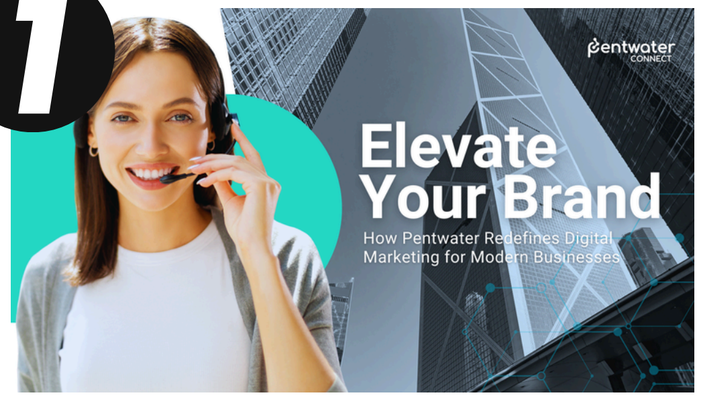
Color usage should align with the percentage in this chart.

DESIGNS

THUMBNAIL DESIGNS

THUMBNAIL DESIGN GUIDES

1



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CONNECT