



**Brand Guidelines**



# Brand Guidelines

October 2020 | v1.0

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency. This includes all of the elements you may need logos, colors, typefaces and how to apply them.

# Index

## Logo 03

Primary Logo  
Logo Construction  
Logo Variations  
Logo Usage

## Colors 07

Brand Color  
Color Palette  
Color Usage  
UI Colors

## Typography 11

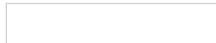
Primary Typography  
Secondary Typography  
Typography Usage

## — Logo

# Primary Logo

The logo consists of a symbol and a typeface. When the width is much greater than the height (form-strip), the logo of this design is used.

Logo Mark



Logotype



Logo

## — Logo

# Logo Construction



Min width: 120px

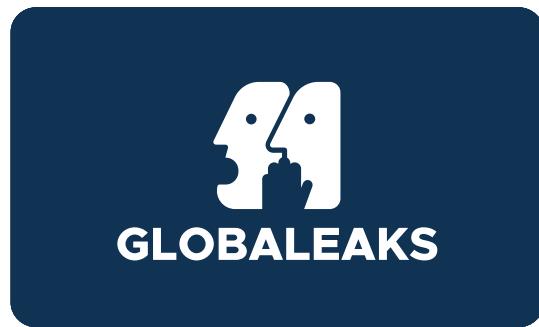
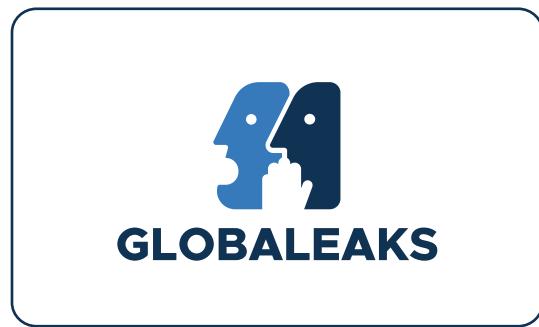


When significantly reduced, the logo will become illegible. These are the pixel size units we recommend staying within to preserve the quality of the logo.

## — Logo

# Logo Variations

In case where the shape for the logo is approximated to the square, a vertical version of the logo is used. Also this option is used in case where the logo is one on the media, for example, a cover of something.



— Logo

# Logo Usage

Primary use



Dark background



Avoid using off brand colors



Avoid stretching



Avoid rotation



Avoid adding strokes



## — Colors

# Brand Color

'Mariner Blue' is the official brand color. It represents transparency, integrity, and solidarity. Adjectives that relate very well with the brand.

## Brand Color



TRANSPARENCY



INTEGRITY

SOLIDARITY



MARINER BLUE

## — Colors

# Color Palette

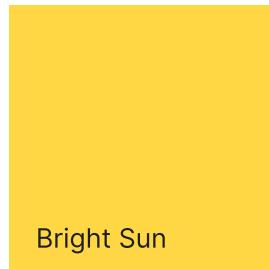
The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

## Brand Colors



Mariner Blue

#377ABC  
R55 G122 B188



Bright Sun

#FED644  
R255 G214 B68



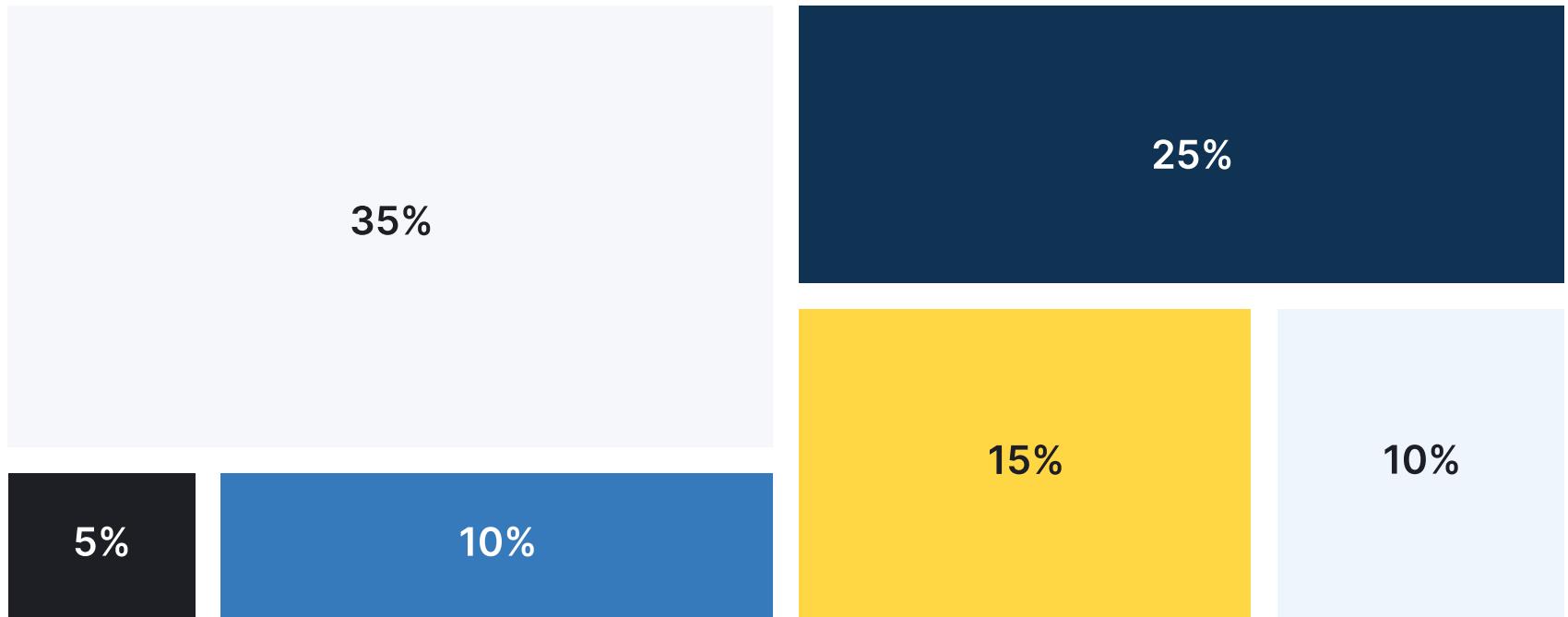
Dark Blue

#103253  
R16 G50 B83

## Color

# Color Usage

Use 'Bright Sun' to highlight things or in Call to Action buttons. Use Cod Grey with the opacity reduced to achieve light backgrounds. Tend to use the official brand color whenever is seen fit.



## Color

# UI Colors

Here is the extended color palette based on the official brand color. This palette is created with the intention to be used on User Interfaces like web, mobile and app design.

<b>Blue_10</b> #EEF5FC	AAA
<b>Blue_20</b> #C4DEF8	AAA
<b>Blue_30</b> #9FC9F1	AAA
<b>Blue_40</b> #79B0E6	AAA
<b>Blue_50</b> #5797D5	AA AAA Large
<b>Blue_60</b> #377ABC	AA AAA Large
<b>Blue_70</b> #2866A2	AA AAA Large
<b>Blue_80</b> #205282	AAA
<b>Blue_90</b> #1F4365	AAA
<b>Blue_100</b> #103253	AAA

<b>Yellow_10</b> #FAF8F0	AAA
<b>Yellow_20</b> #FAF2D4	AAA
<b>Yellow_30</b> #FAEBB6	AAA
<b>Yellow_40</b> #FAE38E	AAA
<b>Yellow_50</b> #FFD644	AAA
<b>Yellow_60</b> #DEB41B	AAA
<b>Yellow_70</b> #B8930D	AAA
<b>Yellow_80</b> #8F730E	AAA
<b>Yellow_90</b> #665414	AAA
<b>Yellow_100</b> #453B17	AAA

<b>Red_10</b> #FAF0F0	AAA
<b>Red_20</b> #FAD4D4	AAA
<b>Red_30</b> #FAB6B6	AAA
<b>Red_40</b> #FA8E8E	AAA
<b>Red_50</b> #F55353	AA AAA Large
<b>Red_60</b> #DE1B1B	AA AAA Large
<b>Red_70</b> #B80D0D	AAA AA
<b>Red_80</b> #8F0E0E	AAA
<b>Red_90</b> #661414	AAA
<b>Red_100</b> #451717	AAA

<b>Gray_10</b> #F5F7FA	AAA
<b>Gray_20</b> #EBEFF5	AAA
<b>Gray_30</b> #DDE3ED	AAA
<b>Gray_40</b> #C8D1EO	AAA
<b>Gray_50</b> #AFBACC	AA AAA Large
<b>Gray_60</b> #8E99AB	AA AAA Large
<b>Gray_70</b> #707A8A	AAA AA
<b>Gray_80</b> #58606E	AAA
<b>Gray_90</b> #434A54	AAA
<b>Gray_100</b> #333840	AAA

<b>Black</b> 1D1F24	AAA
------------------------	-----

## — Typography

# Primary Typography

Metropolis

Light

Regular

Semi-Bold

**Bold**

**Black**

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	O
1	2	3	4	5	6	7	8	9

A modern, geometric typeface. Open sourced, and openly available. Influenced by other popular geometric, minimalist sans-serif typefaces of the new millennium. Designed for optimal readability at small point sizes while beautiful at large point sizes.

# — Typography

# Secondary Typography

**Inter** Light Regular Semi-Bold Bold **Black**

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz 0  
1 2 3 4 5 6 7 8 9

**Aa**

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several Open-Type features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

— Typography

# Typography Usage

# Transparent society

H1 | Metropolis | Size 60pt | Line Spacing 72pt

## Integrity & solidarity

H2 | Metropolis | Size 45pt | Line Spacing 54pt

### Transparent society

H3 | Metropolis | Size 36pt | Line Spacing 43pt

### Transparent society

H4 | Metropolis | Size 26pt | Line Spacing 31pt

### Transparent society

H5 | Metropolis | Size 22pt | Line Spacing 26pt

— Typography

# Typography Usage

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle.

Body | Inter-Regular | Size 14pt:16pt | Line Spacing 17:19pt

Home Documentation Community

NAV | Metropolis-SemiBold | Size 16pt

**Learn More**

CTA Small | Metropolis-Bold | Size 16pt

**Learn More**

CTA 1 | Metropolis-Bold | Size 24pt

**Send a message**

CTA 2 | Metropolis-Bold | Size 16pt

