

Typography

Font type.

Avenir Next Condensed- Bold.

Aa Bb Cc Dd Ee Ff

This typeface should be used for all content related to the brand.

Typography is written in lower-case letters always. There is an exception to this for the word-mark.

Text can be written in both black and white depending on the background.

example : Hello and Welcome.

Hello and Welcome.

Use of accent colour on important textual content

example :

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