

The logo



Variations



Colours & Font

Colours

Dark red.

HEX: 8D182D

RGB: 55 9 18

CMYK: 0 83 68 45



Very dark gray

HEX: 2b2b2b

RGB: 17 17 17

CMYK: 0 0 0 83



WHITE

HEX: ffffff

RGB: 100 100 100

CMYK: 0 0 0 0

Athelas

Our typography is friendly, honest and easy to read. Our typeface is Athelas a clean and modern serif font that is legible and works effectively with our logo.

Athelas comes in several weights REGULAR & BOLD

ATHELAS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%&'>~&*()?

ATHELAS REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%&'>~&*()?

ATHELAS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%&'>~&*()?

ATHELAS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%&'>~&*()?