



| Brand Guide



Logo



Primary Logo



Banner Logo



Symbol ("pentagon")

Type

Title

Font: Paralucent
Style: Extra Light
Tracking: 15
Case: Title

Header

Font: Paralucent
Style: Medium
Tracking: 0
Case: Title

SUBHEAD

FONT: PARALUCENT
STYLE: BOLD
TRACKING: 50
CASE: ALL CAPS

Body

Font: Paralucent
Style: Light
Tracking: 10
Case: Sentence

Color

Primary
Purple

HEX #2F2F72

R 47 G 47 B 114

C 99 M 98 Y 20 K 8

Color

-138 DEGREE ANGLE



Gradient

Use:

PRINT



Use:
WEB

BUTTON

BUTTON

BUTTON

SITE LINKS

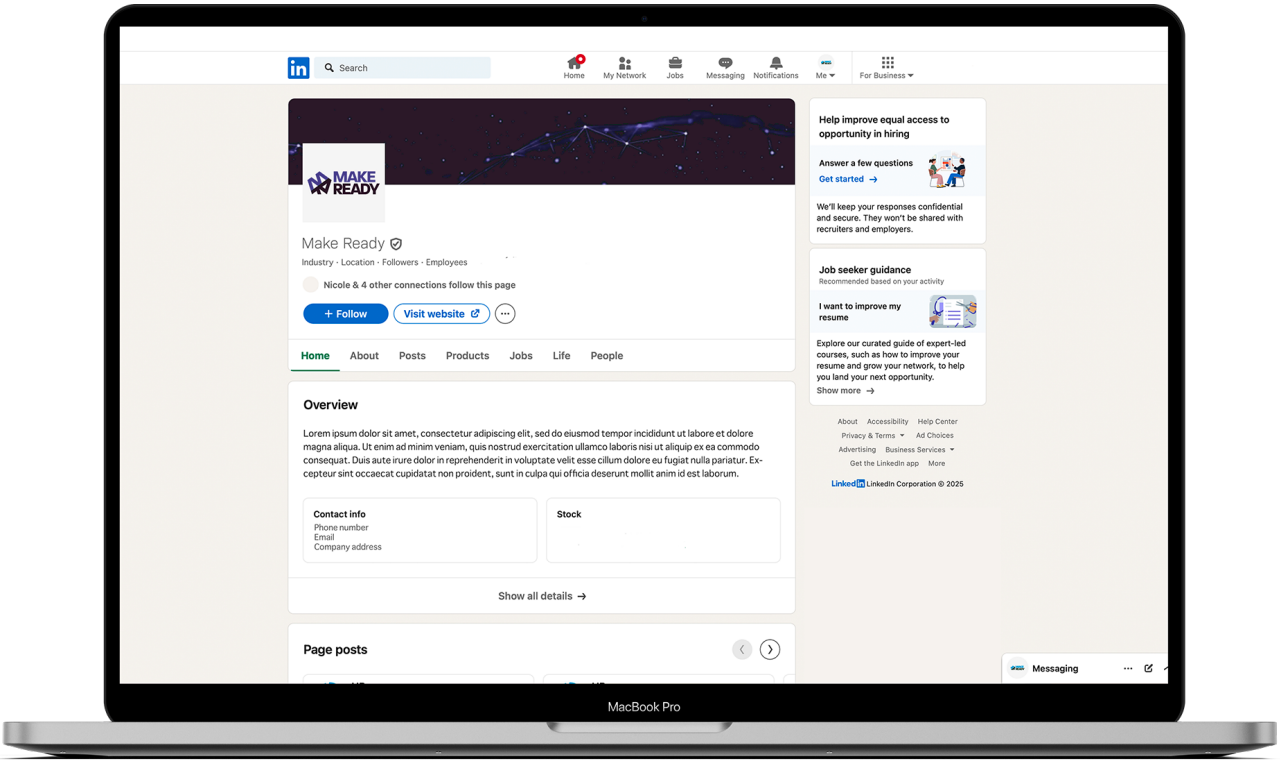
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Thanks again!

Best,



John Doe
Job Title





MAKE READY TECH BRAND GUIDE

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