the alley

Brand Logo

Standard Lockup

Min width : 160px

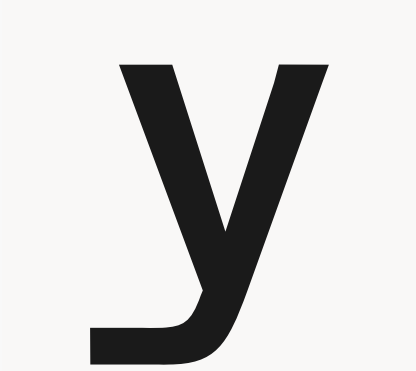
Small Lockup

Max width : 32px
Min width : 16px

Brand Icon

Standard Lockup

Min width : 160px



Small Lockup

Max width : 160px
Min width : 60px

Brand Typeface

Open Sans

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand Colors

Color Palette

Blue
#2348B5

White
#F9F9F9

Black
#141414

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