

# the alley

Standard Lockup

Min width : 160px

the alley

Small Lockup

Max width : 32px  
Min width : 16px

the alley

# Brand Icon

Standard Lockup

Min width : 160px



Small Lockup

Max width : 160px  
Min width : 60px



# Typeface

Open Sans

## Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

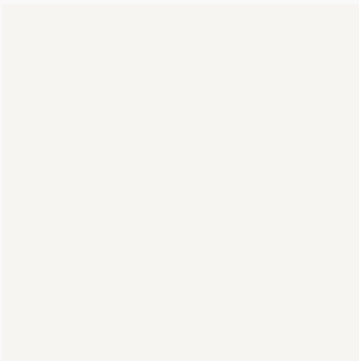
0123456789

# Brand Colors

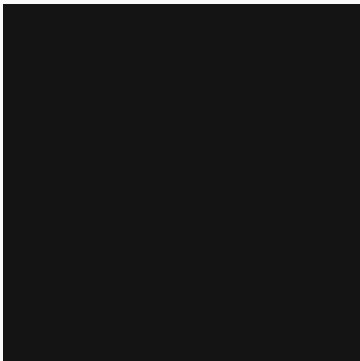
Color Palette



Blue  
#1E55EE



White  
#F9F9F9



Black  
#141414

