



Brand Guidelines

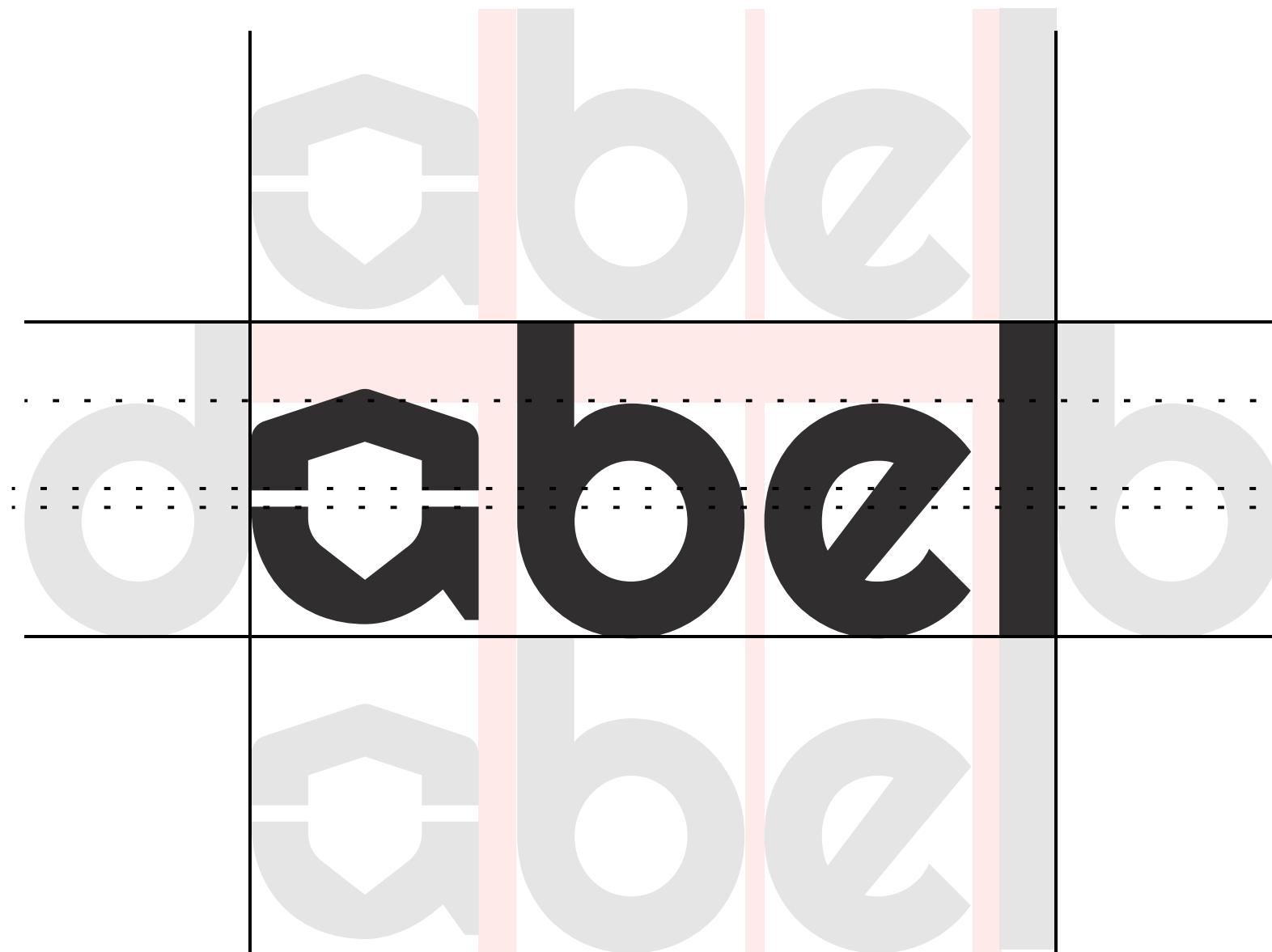


2021

Single-line Lockup

- Simplicity rules
- Consistent experience
- White space as the continent

Less is more. We want the logo to be instantly recognizable at all sizes and in all contexts.

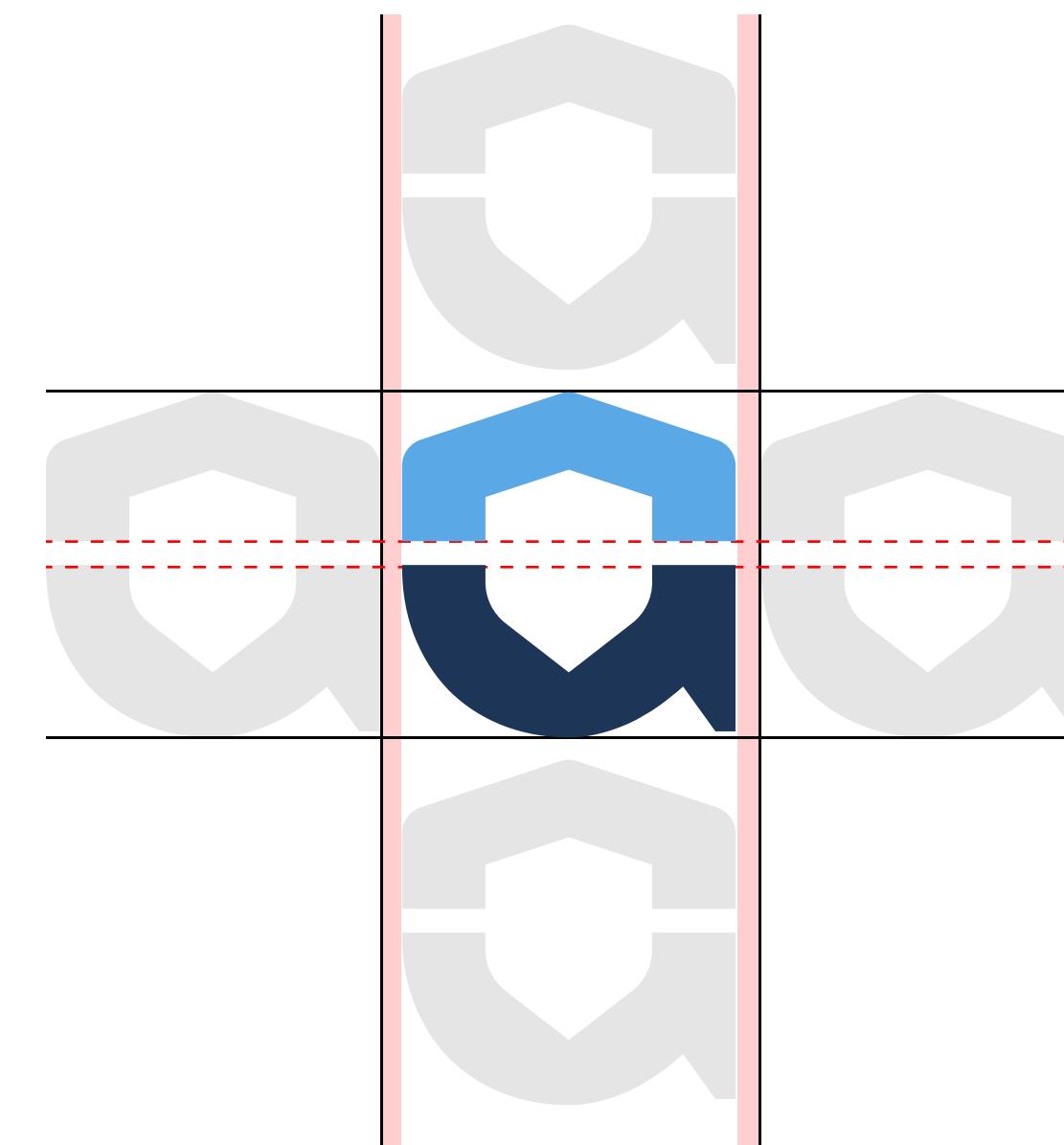


2021

Clearspace

- Simplicity rules
- Consistent experience
- White space as the continent

Clear space around the logo is equal to the cap height of the "b".
Nothing break the limit of this space that the b's create



Symbol Clearspace

- Simplicity rules
- Consistent experience
- White space as the continent

Clear space around the logo is equal to the cap height of the “a”.
Nothing break the limit of this space that the a's create



Color

The logo should be white & blue on darker backgrounds and dark blue and light blue on lighter backgrounds

Dark blue: #1D3557

White: #FAFAFA

Scale

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.

124 px

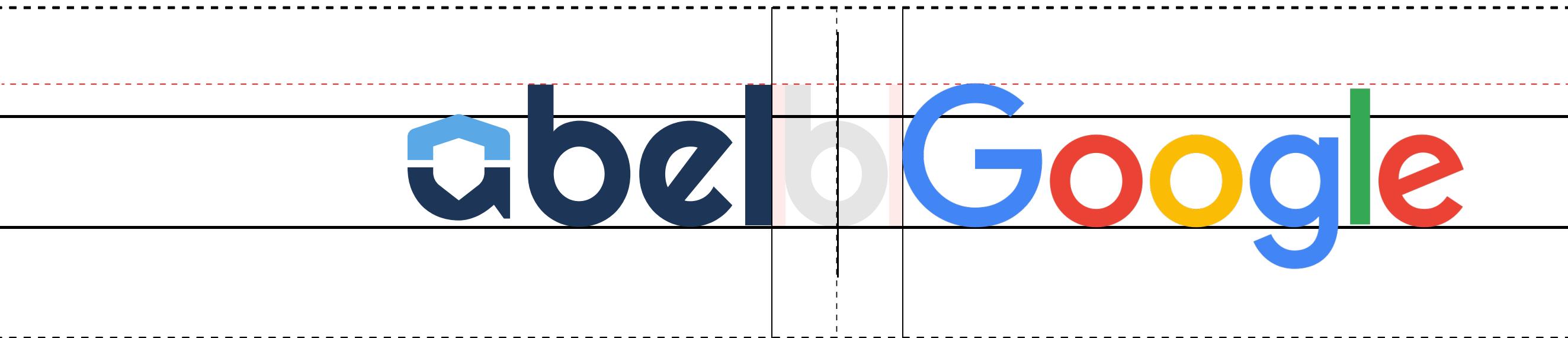


64 px



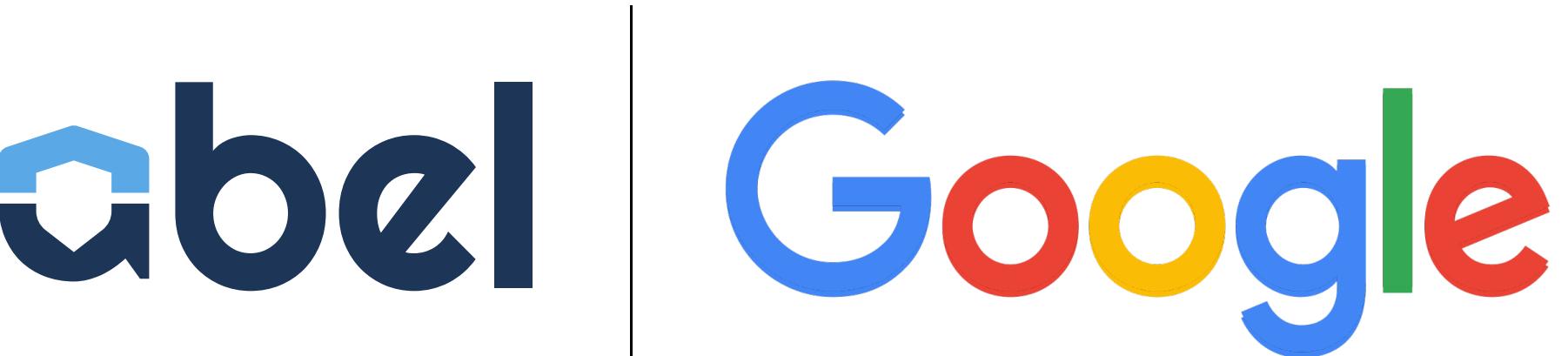
32 px





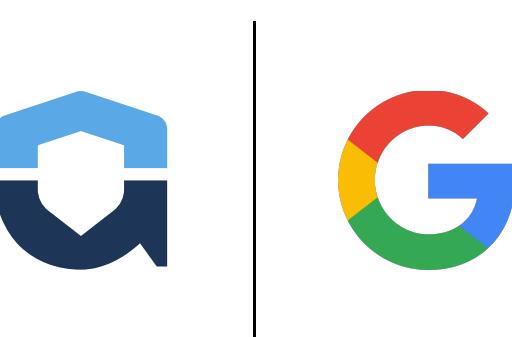
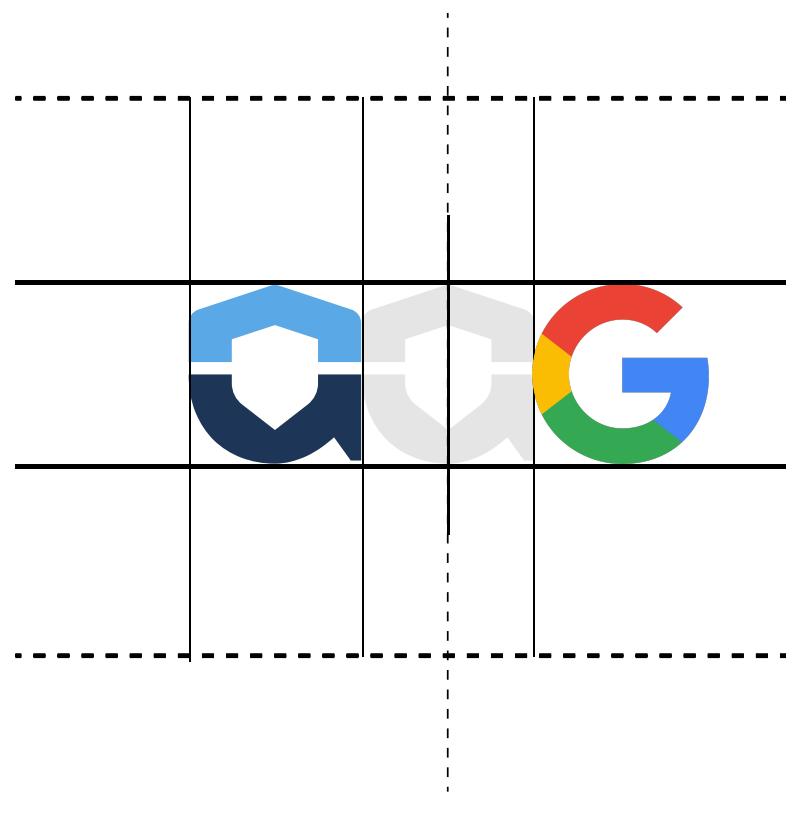
Partnership

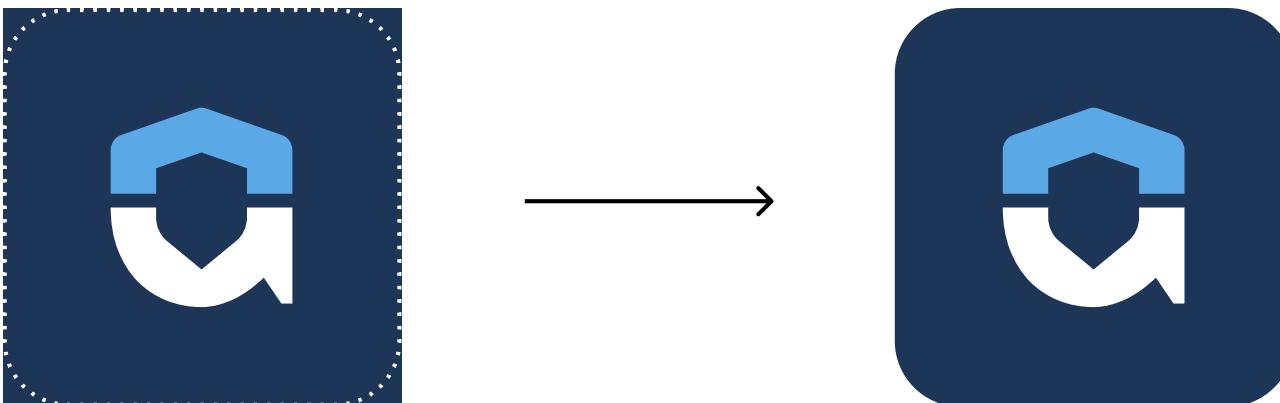
Aligning partnership logos should follow clear space rules. The separating line between logos can be created using the “R” of the reserve logo. Partnership logos font height should extend to the red dotted lines which line up to the top of the “R”.



Partnership

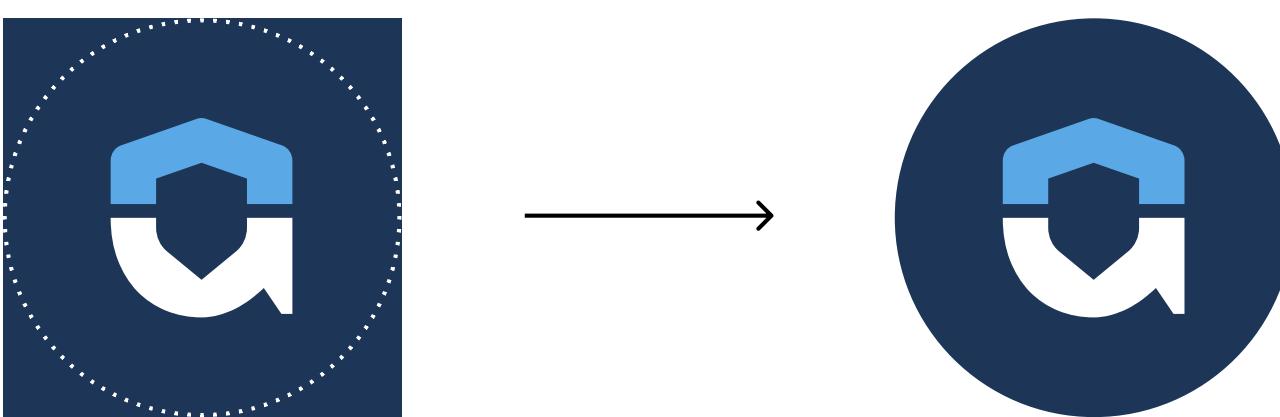
Aligning partnership logos should follow clear space rules. The separating line between logos can be created using the “R” of the reserve logo. When only the “R” lock up partnership logo stays within the height of the “R” Logo.





Icon - cropping

The avatar is constructed so that it can be placed and cropped from square to circle without scaling.





	Dark Blue: #1D3557	Light Blue: #5AA9E6	White: #FAFA FA

Core Palette

Our core palette which is white and dark blue. The core palette is used to provide accessibility, simplicity, and consistency throughout all brand communications.



	White: #302E2E	White: #1D3557	White: #5AA9E6	White: #7FC8F8	White: #F1FAEE	White: #FFD25E	White: #FF5E7B	White: #63CF9B	White: #FAFAFA	
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Entire Palette

Our secondary colors represent the full spectral colors pulled from prisms. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

Archivo

Light
Regular
Medium
Semi-Bold

2021

General Use Font

- Print + Digital intertwined
- strong
- safe
- unique



Headings

Our Line height and paragraph spacing for headings. All heading texts should be in Semi-bold.

Font size	Line height	
56 px	61 px	Heading 1
48 px	52 px	Heading 2
40 px	44 px	Heading 3
32 px	35 px	Heading 4
24 px	26 px	Heading 5
20 px	22 px	Heading 6



Body

Our Line height and paragraph spacing for body text. Body texts can be either Light, Regular, Medium or Semi-bold

20 px	Large Text Semi-Bold Large Text Medium Large Text Regular Large Text Light
18 px	Large Text Semi-Bold Large Text Medium Large Text Regular Large Text Light
16 px	Large Text Semi-Bold Large Text Medium Large Text Regular Large Text Light
14 px	Large Text Semi-Bold Large Text Medium Large Text Regular Large Text Light