PARTICL STYLEGUIDE

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V0.2 2019

Icon

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Logotype

Primary Lockup

Vertical Lockup

Alignment

The center of the Mark should align to the center of the Logotype.

The spacing between the Mark and the Logotype is the width of the letter “a” in the logotype.

In the vertical lockup the Mark is separated from the Logotype by width of the letters “r” and “t” in Lattice.

Please note this relationship and lockup is critical for balance, as the letter-forms have been customized.

Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on half of the height of the mark.

Typography

Gilroy Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|

Inter Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|

Inter Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

Inter Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()_+<>?{}|\

Green

RGB: R 69 / G 212 / B 146

CMYK: C 63 / M 0 / Y 60 / K 0

HEX: #45D492

PMS: PANTONE 353 U

Purple

RGB: R 89 / G 73 / B 167

CMYK: C 10 / M 03 / Y 0 / K 72

HEX: #5949A7

PMS: PANTONE 2103 C

Dark Grey

RGB: R 33 / G 33 / B 33

CMYK: C 72 / M 66 / Y 65 / K 73

HEX: #212121

Blue

RGB: R 21 / G 151 / B 221

CMYK: C 89 / M 15 / Y 0 / K 0

HEX: #1597DD

PMS: PANTONE 2192 U

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