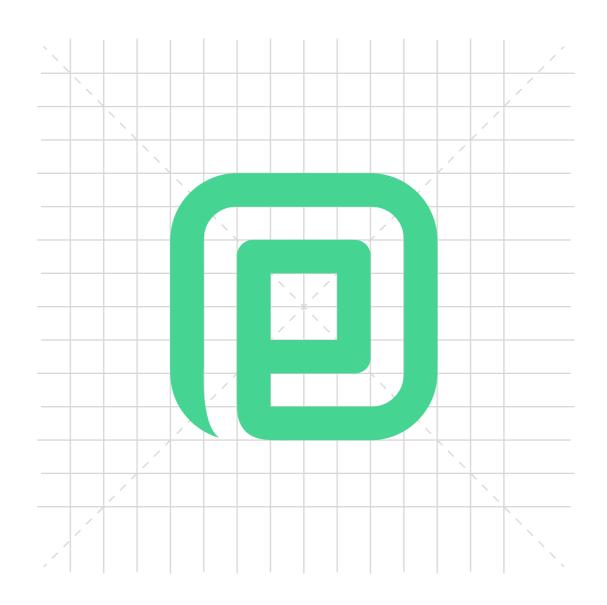
PARTICL STYLEGUIDE



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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 Regular

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

Inter Medium

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

Inter Bold

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

Green		Purple		Dark Grey		Blue	
RGB:	R 69 / G 212 / B 146	RGB:	R 89 / G 73 / B 167	RGB:	R 33 / G 33 / B 33	RGB:	R 21 / G 151 / B 221
CMYK:	C 63 / M 0 / Y 60 / K 0	СМҮК:	C 10 / M 03 / Y 0 / K 72	СМҮК:	C 72 / M 66 / Y 65 / K 73	СМҮК:	C89/M15/Y0/K0
HEX:	#45D492	HEX:	#5949A7	HEX:	#212121	HEX:	#1597DD
PMS:	PANTONE 353 U	PMS:	PANTONE 2103 C			PMS:	PANTONE 2192 U
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