

# PARTICL STYLEGUIDE





Icon

**particl.**

Logotype





Primary Lockup



Vertical Lockup

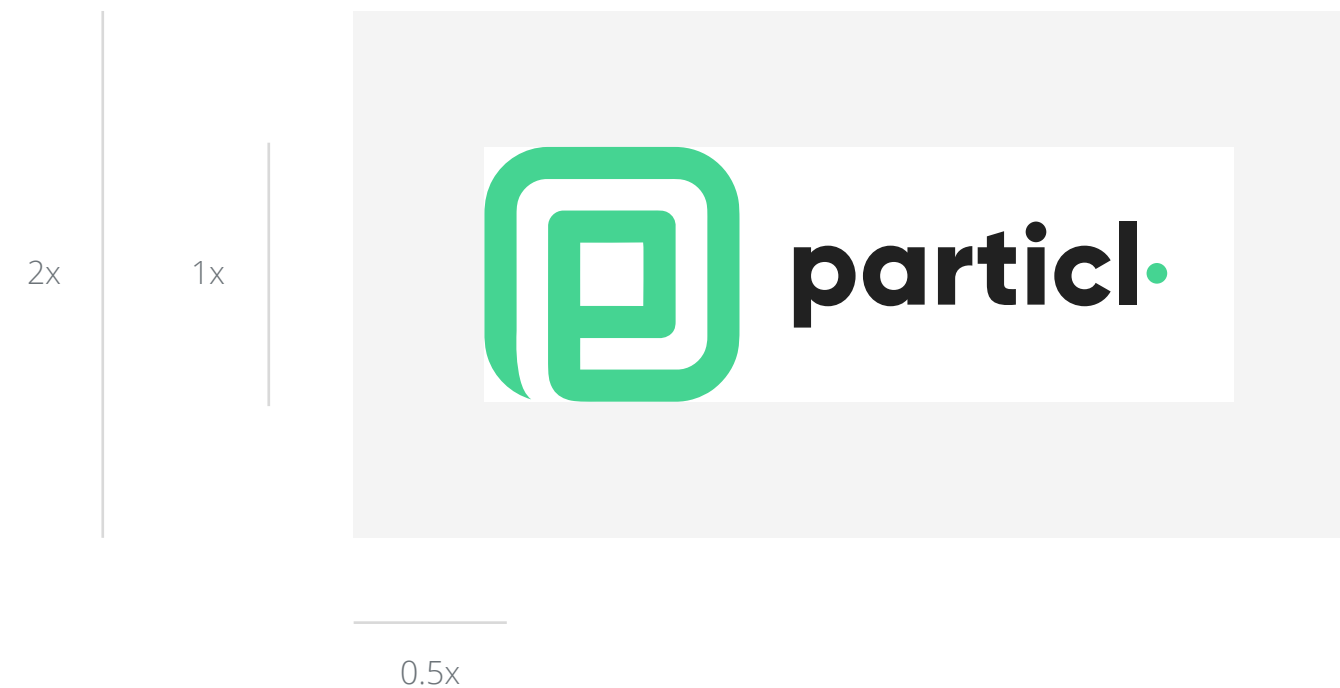
## Alignment

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

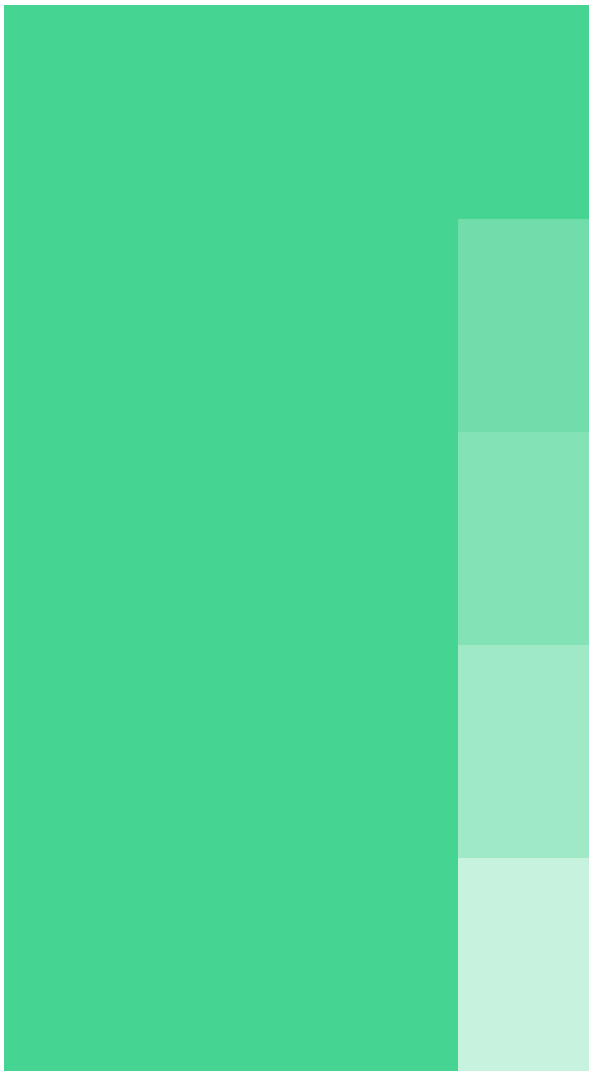
Green

**RGB:** R 69 / G 212 / B 146

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

**HEX:** #45D492

**PMS:** PANTONE 353 U



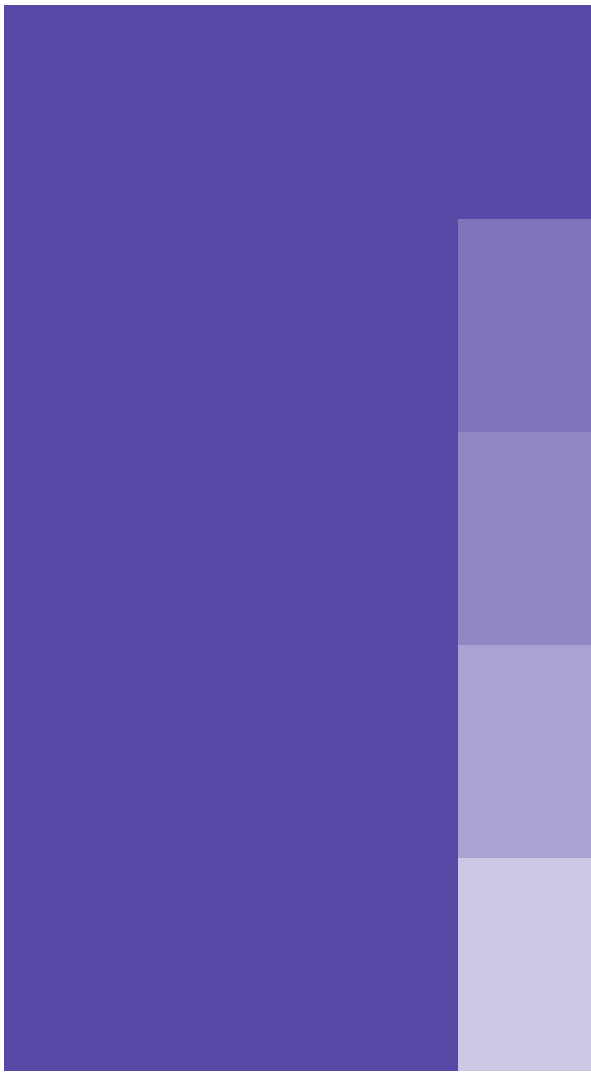
Purple

**RGB:** R 89 / G 73 / B 167

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

**HEX:** #5949A7

**PMS:** PANTONE 2103 C

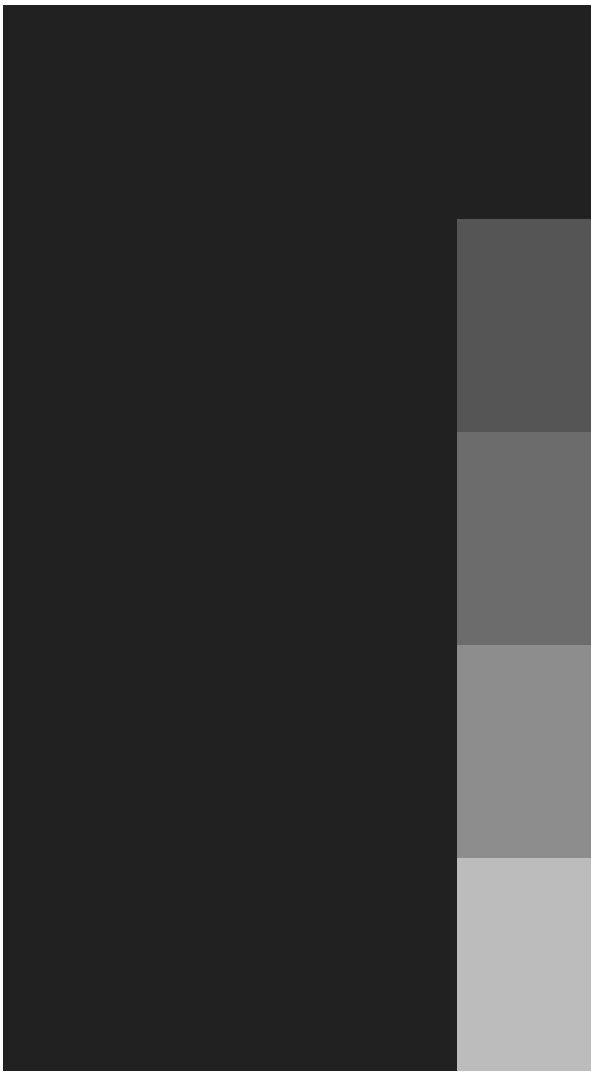


Dark Grey

**RGB:** R 33 / G 33 / B 33

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

**HEX:** #212121



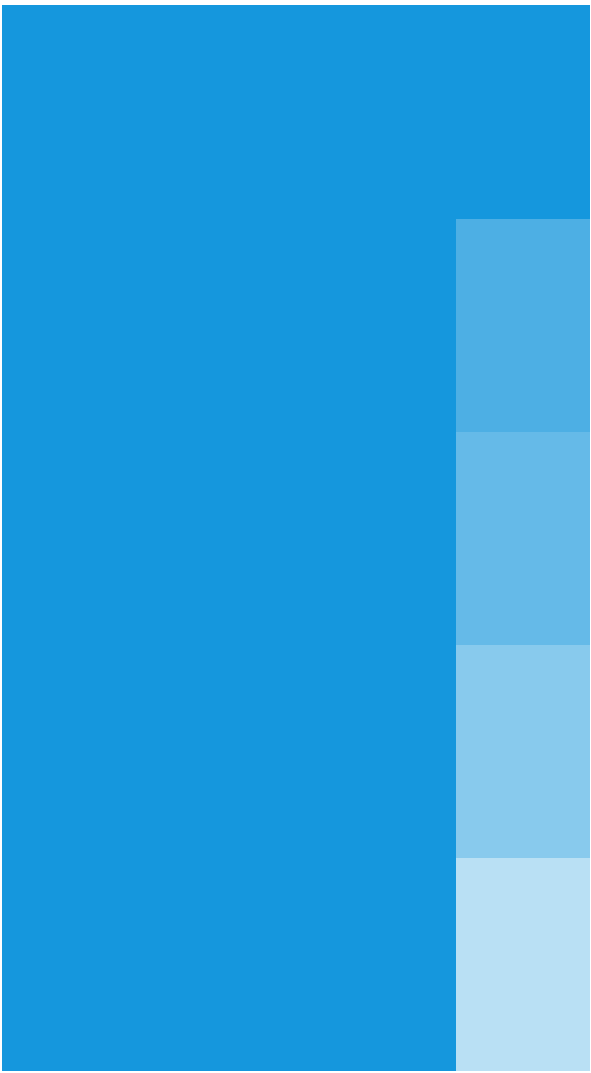
Blue

**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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