



UNIT



Brand Style Guide
Press

LOGO



PRIMARY LOGO

Positive



Negative



HEX
35364b

HEX
fbf9f5

PRIMARY LOGO

Positive



Negative

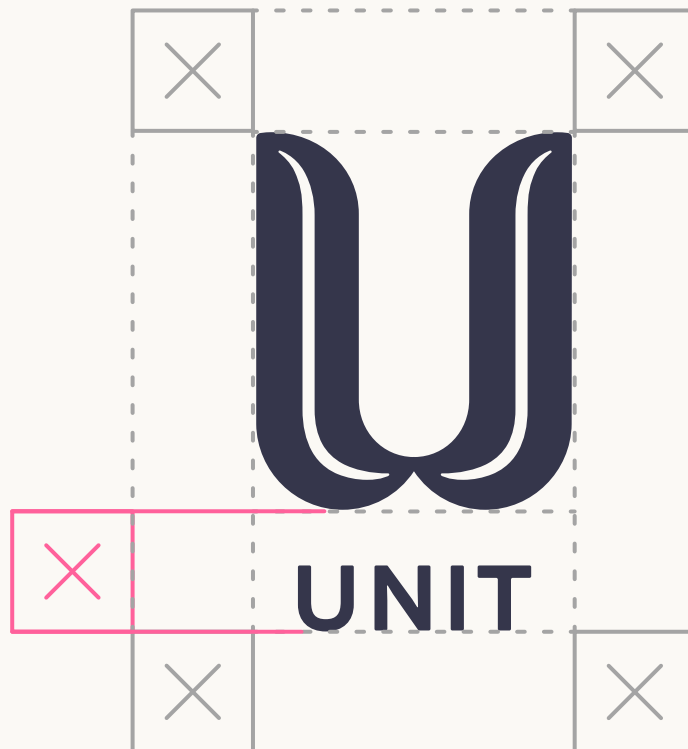


HEX
6a2fe4

HEX
fbf9f5

PRIMARY LOGO

Clear Space



COLORS



COLOR PALETTE

Main Color Palette



Black & White Palette



Fonts



FONTS

Headlines & Short Text

Bw Darius Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bw Darius Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Short Text - Size and Line Spacing

Lorem ipsum dolor sit amet, consectetur adipi. 10/16

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Subheads & Text

Masifa Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Masifa Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Text - Size and Line Spacing

Lorem ipsum dolor sit amet, consectetur adipiscing. 10/16

Ned diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et praesent luptatum zzril delenit augue.

SECONDARY LOGO

Positive



Negative



TOKEN LOGO

Positive



Negative

