

Logo

Color portrait versions



Positive



Negative

Mono portrait versions



Positive



Negative

Logo

Color landscape versions



Positive



Negative

Mono landscape versions



Positive



Negative

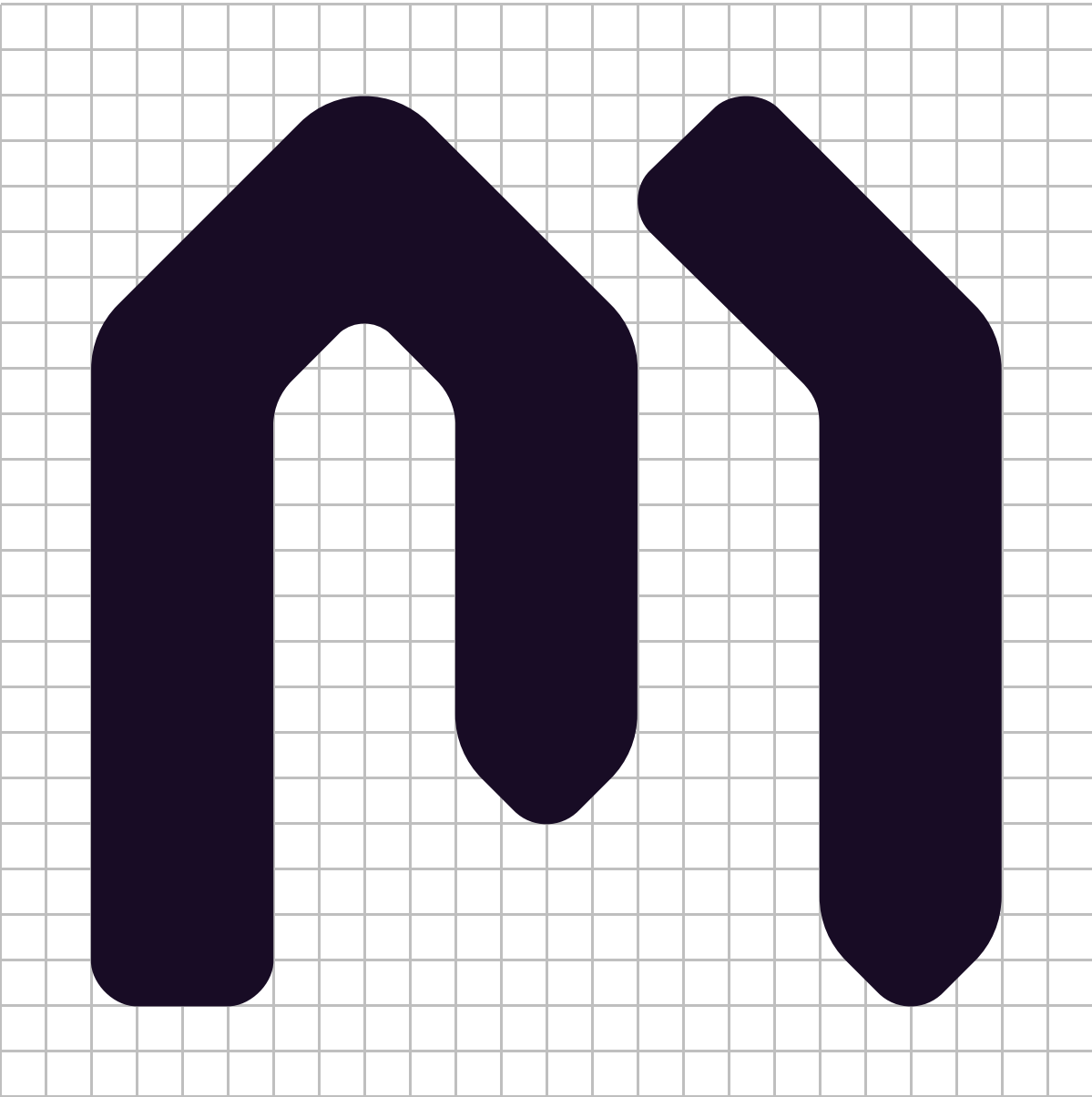
Symbol

For symbols used on social channels, use the Violet and light Sand version shown here.

Icon



Structure
Live area 18w x 20h
Padding 3x, 2y



Color

The primary palette consists of Orange, Sand, Vyper black and White.

Primary

Orange #FF8F08			
5% FFF9F3	10% FFF4E6	15% FFEEEA	20% FFE9CE
25% FFE3C1	30% FFDDB5	35% FFD8A8	40% FFD29C
45% FFCD90	50% FFC783	55% FFC177	60% FFBC6B
65% FFB65F	70% FFB152	75% FFAB46	80% FFA539
85% FFA02D	90% FF9A21	95% FF9514	100% FF8F08

Sand #DBCBA8			
5% FDFCFB	10% FBFAF7	15% FAF7F2	20% F8F5EE
25% F6F2EA	30% E2C9FB	35% F2EDE2	40% F1EADD
45% EFE8D9	50% EDE5D5	55% EBE2D1	60% E9E0CD
65% E8DDC8	70% E6DBC4	75% E4D8C0	80% E2D5BC
85% E0D3B8	90% DFD0B3	95% DDCEAF	100% DBCBA8

Vyper Black #180C25
White #fff