

Brand guide

Visual identity guidelines

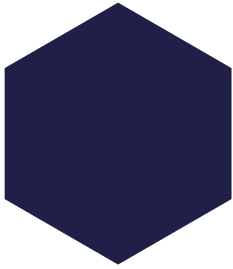
A quick guide for using our core brand elements.



Planq

Brand colors

Colors



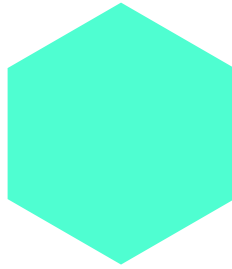
Dark blue
Backgrounds
and headlines

#1F1F47

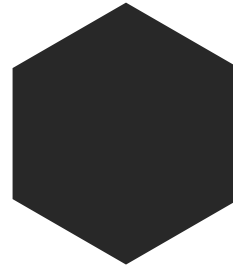


Normal blue
Emphasized
words in
headlines

#3D587B



Cyan
Emphasized
words in
headlines on
dark background
#1F1F47



Gray/Black
Color of logo text
and paragraphs
on light back-
ground
#1F1F47

Gradients



Night Sky
Radial gradient

Inner color:
#1A1A3D
Outer color:
#090224



Daytime Sky
Linear gradient

Top color:
#1F1F47
Bottom color:
#00AAE2



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Typography

Headline example

Subtitle example

Subtitle example

Keep one line distance at the height of subtitle, between subtitle and paragraph

This is an example of a paragraph. All font sizes in this document are based on a **A4 document size**. You can use whatever size you need, but please keep it in proportion. Also: Line spacing should be around 1.5x the font size.

The right proportions:

Paragraph size normal:	10pt	(normal size for longer texts)
Paragraph size large:	14pt	(use for shorter texts)
Headline size:	45pt	(always 1.5x subtitle size)
Subtitle size:	30pt	(always 3x paragraph size)
Subheading size	20pt	(always 2x paragraph size)

Fonts:

Headlines, subtitles & subheadings:	Sora Bold
Paragraphs:	Eudoxus Sans Regular
Paragraphs on dark background:	Eudoxus Sans Light
Bold text in paragraphs:	Eudoxus Sans ExtraBold



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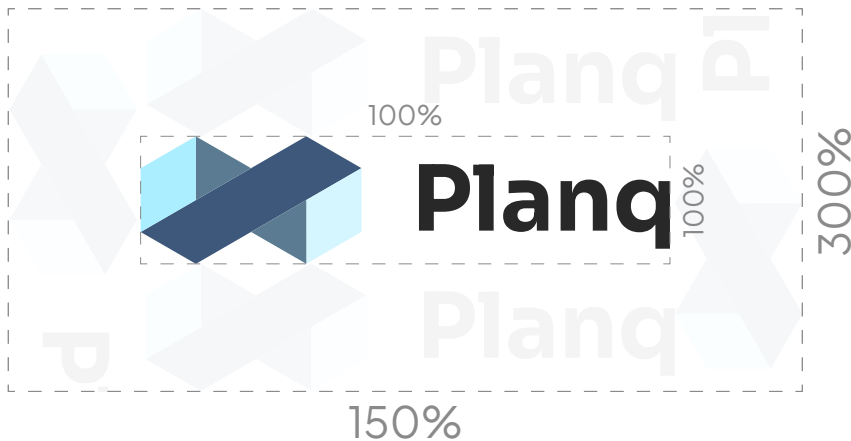
Use of logo

Spacing around logo

For a clean look, it's advised to give the logo some space.

For every % logo in height, you'll need 3 % of space.

For every % logo in width, you'll need 1.5 % of space.



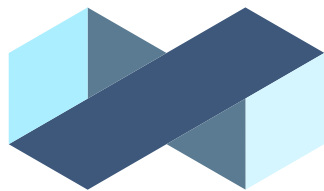
Additional tip:

As shown above, you can put logo's of the same size around the original logo to check the spacing.

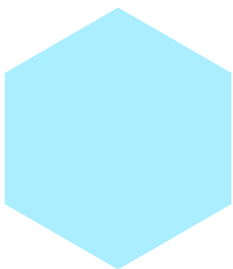


Logo colors

Official color use of logo



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#AAEEFF



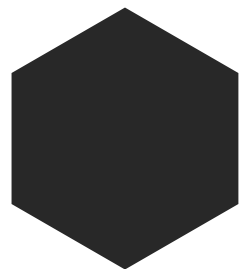
#3D587B



#5A7B92



#D5F6FF



#1F1F47

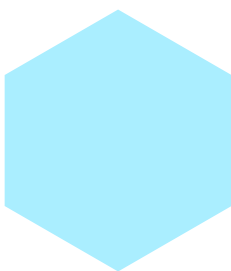


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Logo colors

Official color use of logo

On dark backgrounds, use white text.



#AAEEFF



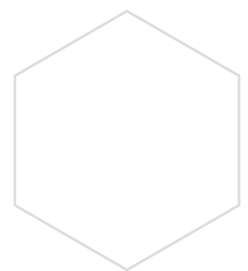
#3D587B



#5A7B92



#D5F6FF



#FFFFFF



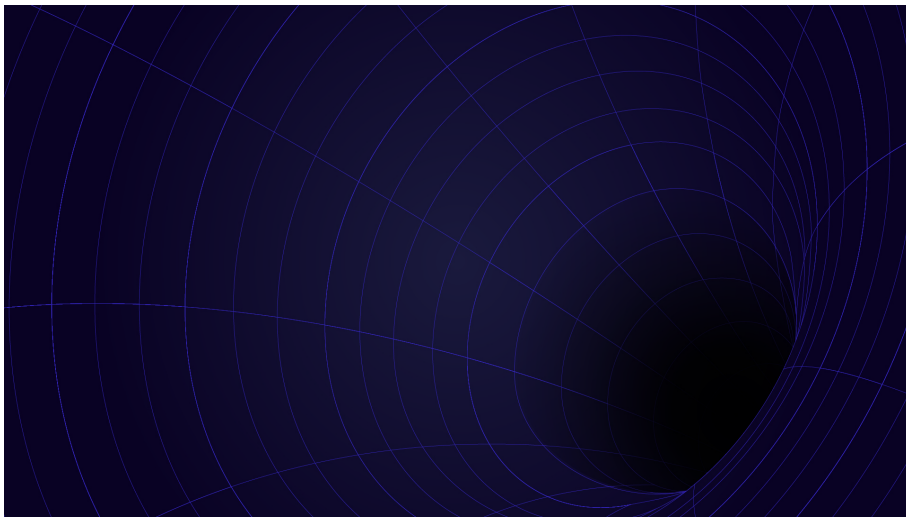
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Backgrounds

Two styles of background.

Use them as they are, don't combine or mix them in any way.

Wormhole



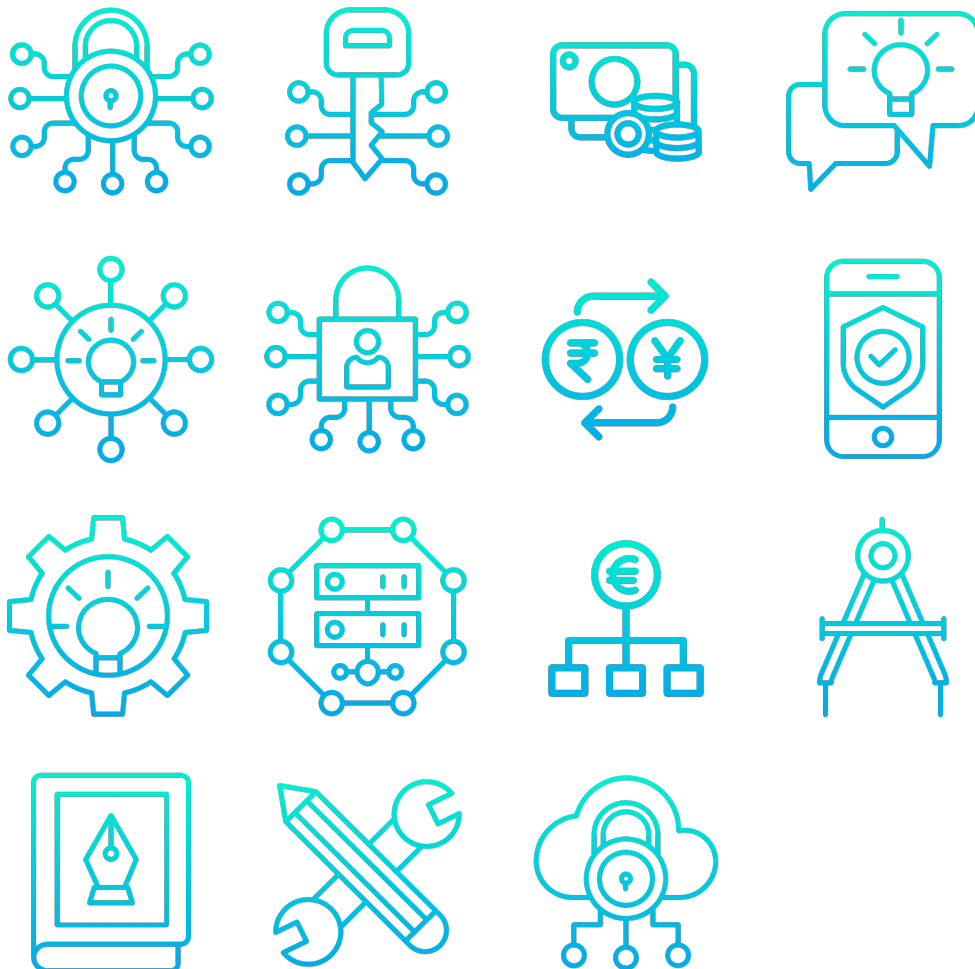
Starry night



Icons

Feel free to add more!

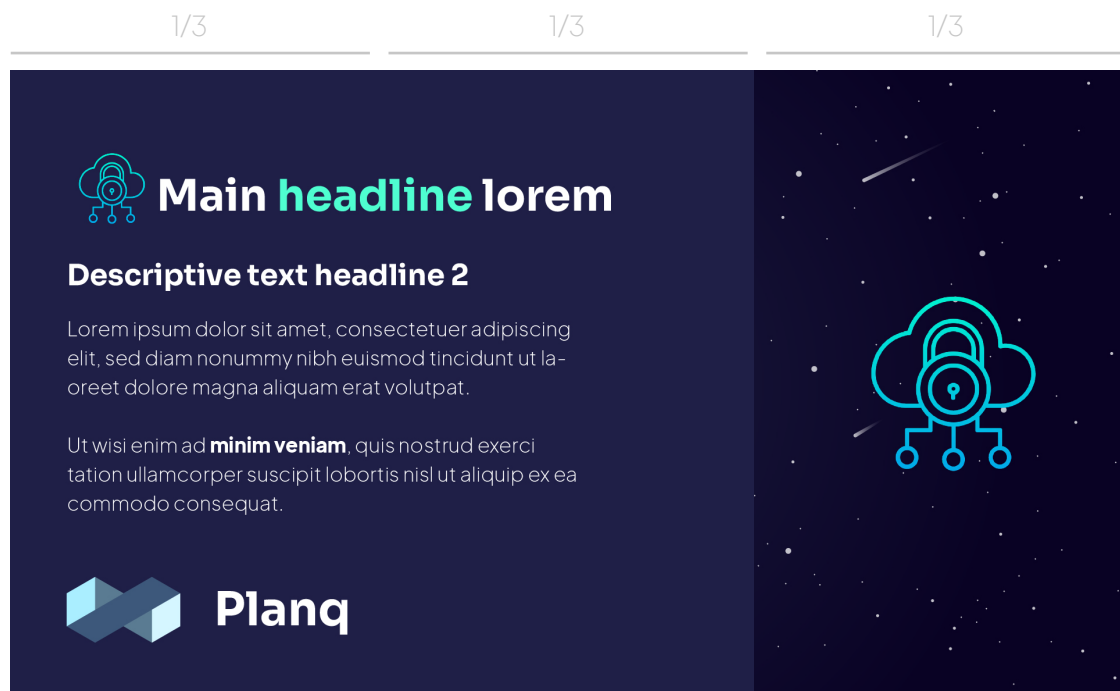
But please keep in mind that new icons should be in the same drawing style as the icons below. Use the gradient as described on page 2. On darker backgrounds, you may also use white icons.



Last but not least

Right use of blue/white space

As shown in the example below, the width of the vertical sidebars should be 1/3 of the total width.



The same goes for white backgrounds:



Brand guide - V1

