

PLUTO

Brand Guidelines

01

TYPO— GRAPHY

01 Typeface

02 Type Hierarchy

Typeface

Stabil Grotesk serves as our primary brand typeface, chosen for its clean geometric forms and excellent readability across digital and print applications. Its neutral character allows our content to speak clearly while maintaining a modern, professional appearance.

Stabil Grotesk

Medium

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & # \$ € % @ ! ? *

SemiB
old

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 & # \$ € % @ ! ? *

Typeface

Use Medium weight for body text, captions, and secondary information. Maintains readability at smaller sizes while providing enough visual weight for comfortable reading experiences.

Headlines

HEADLINE 1
STABIL GROTESK REGULAR
SIZE: 56PT / 64PT. TRACKING: -4%

HEADLINE 2
STABIL GROTESK REGULAR
SIZE: 40PT / 48PT. TRACKING: -4%

HEADLINE 3
STABIL GROTESK MEDIUM
SIZE: 36PT / 42PT. TRACKING: -4%

HEADLINE 4
STABIL GROTESK BOLD
SIZE: 28PT / 36PT. TRACKING: -2%

SUBHEADLINE
STABIL GROTESK REGULAR
SIZE: 24PT / 32PT. TRACKING: -4%

The Frame is a powerful for adding authenticated data actions to your application.

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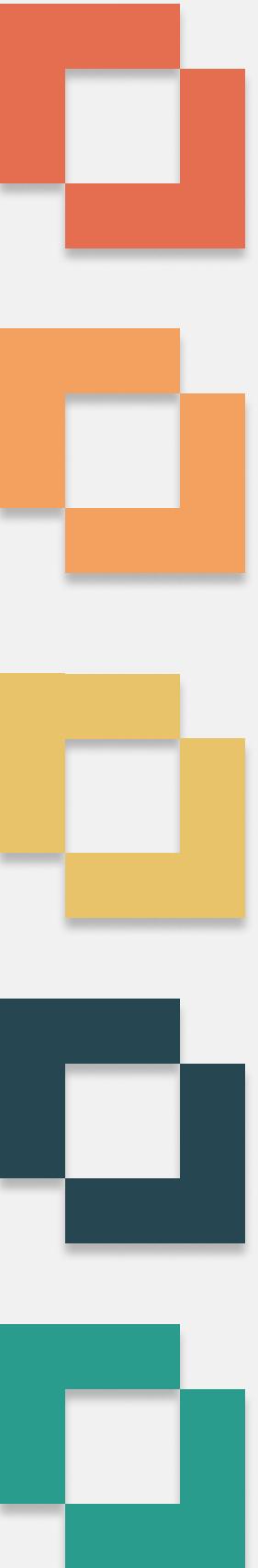
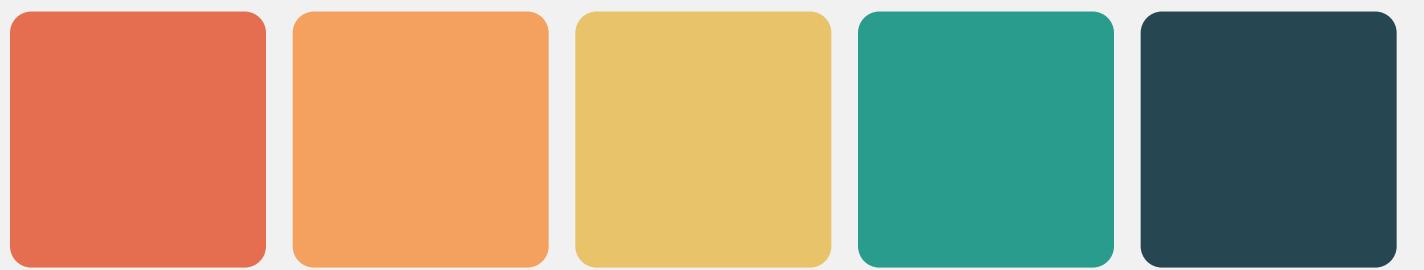
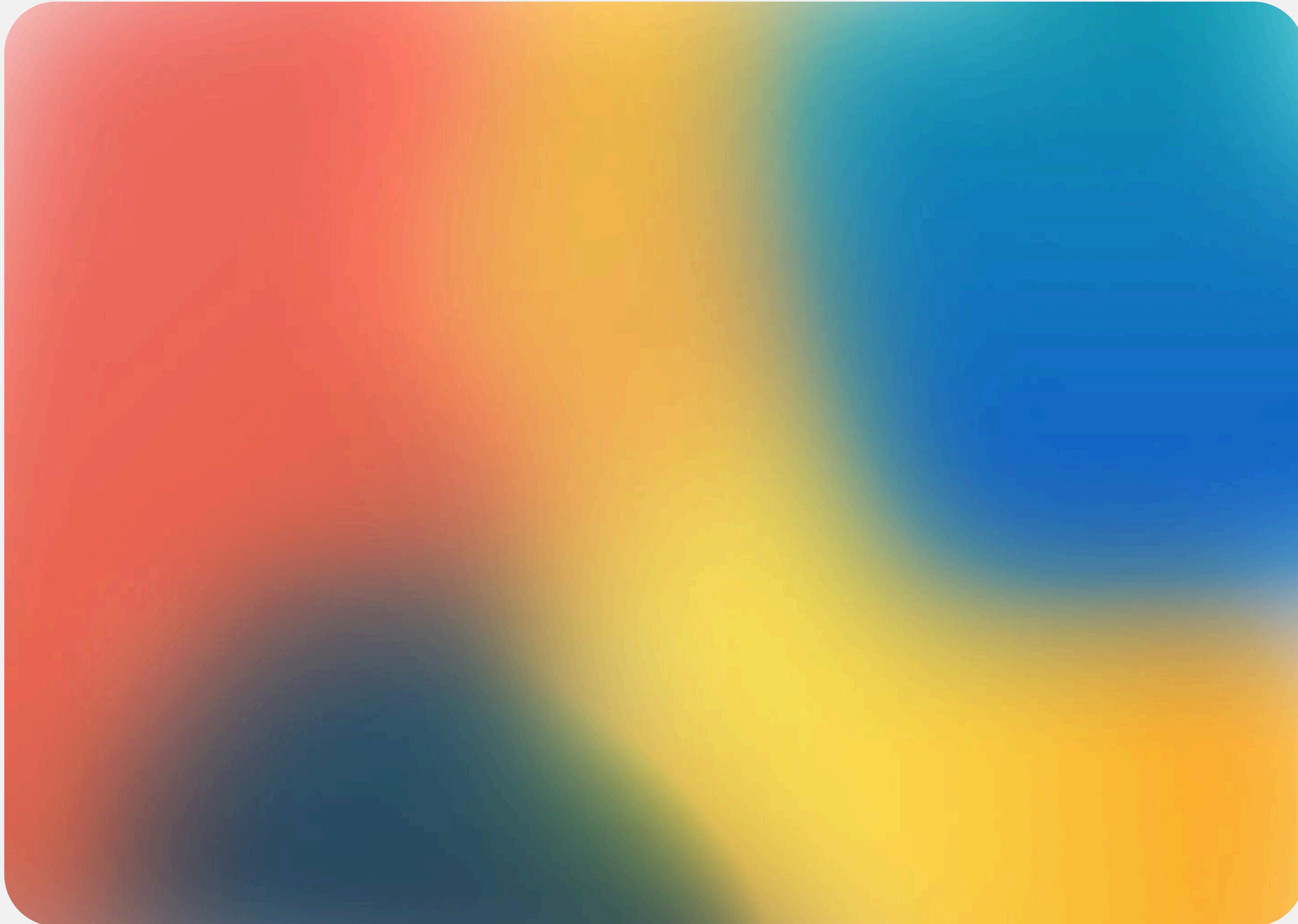
The Frame is powerful.

The frame is powerful

Logo Variants

Our logo system includes multiple variants to ensure optimal performance across different contexts and applications.

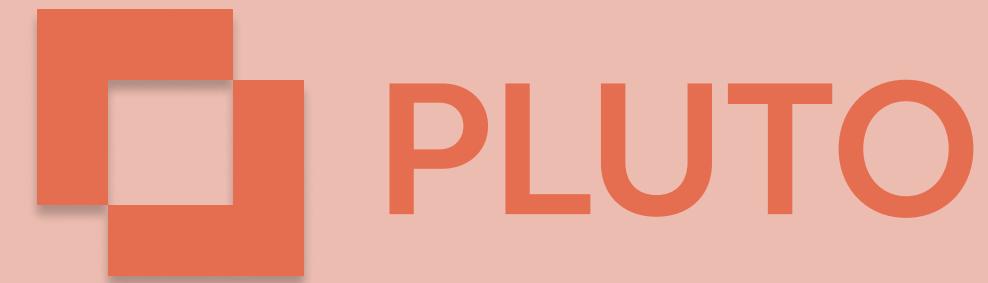
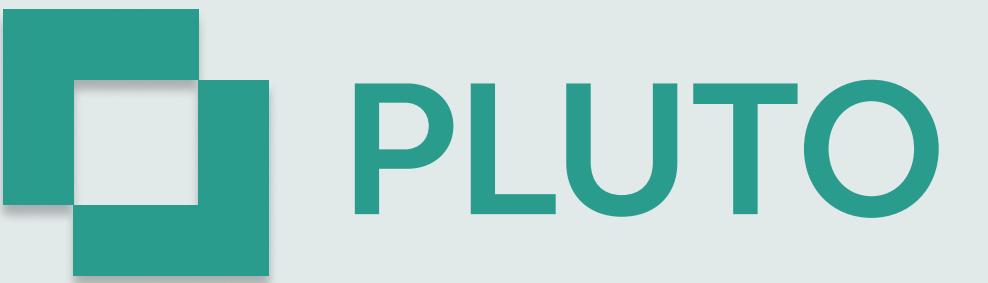
Each variant maintains our brand integrity while providing flexibility for various use cases and technical requirements.



Wordmark

Our logo system includes multiple wordmark variations to ensure optimal performance across different contexts and applications.

Each variant maintains brand consistency while providing flexibility for various use cases.



03

COLOR PALETTE

01 Colour Palette

Colour Palette

Our carefully curated color palette creates a cohesive visual language that reflects Pluto's personality and values. These colors work together to establish hierarchy, convey meaning, and create memorable brand experiences.

Ember Glow

CMYK: 0, 65, 75, 16
HEX: #D75F40
RGB: 245, 245, 245

Sunset Amber

CMYK: 0, 40, 85, 7
HEX: #EB9632
RGB: 245, 130, 32

Forest Sage

CMYK: 55, 0, 25, 30
HEX: #5AB2A2
RGB: 0, 111, 83

Midnight Slate

CMYK: 70, 50, 25, 45
HEX: #374E64
RGB: 6, 33, 26

Honey Gold

CMYK: 5, 20, 85, 5
HEX: #F1C441
RGB: 244, 244, 245

04

GRID SYSTEM

