

ElementA

Logo Lockup

The spacing of each element is precisely considered.
Never alter this spacing.



Colors

The color palette is made up of the blue and supportive colors (black, purple).

#00C8EB
R0 G200 B235
C65 M0 Y0 K0

#734BD7
R115 G75 B215
C65 M75 Y0 K0

#373737
R55 G55 B55
C0 M0 Y0 K90

#00C8EB
R0 G200 B235
C65 M0 Y0 K0

#734BD7
R115 G75 B215
C65 M75 Y0 K0

ELEMENTA Brand Guide

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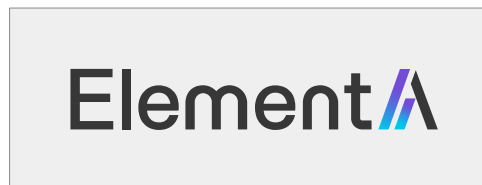
Logo USES



Primary usage: Full-color logo on a white background.

On 1%-50% gray backgrounds: Use the full-color logo with black text.

On backgrounds darker than 51% gray: Use the full-color logo with white text.



Logo USES



Single-color usage: Use the single-color version when material or environmental constraints prevent accurate reproduction or legibility of the full-color gradient.



Logo DON'TS



The logo should not be used on colored backgrounds.
For dark colored backgrounds,
refer to the guidelines on page 4.

