Colour palette

The Identum colour palette is a strong combination of a blackened blue and a cherry red. A confident combination that reflects the brand.

Primary colours

This is the basic pairing for the Identum website and other marketing materials. Where possible, the dark background with white copy should always the the first choice. The cherry red is an accent colour and should be used selectively.

Blackened

#021d33

2, 29, 51

100, 84, 49, 62

Cherry

#d60d46

214, 13, 70

26, 100, 53, 26

White

#ffffff

255, 255, 255

0, 0, 0, 0

Secondary colours

The secondary colours should be used sparingly and where appropriate and a range of colours are needed such as charts and presentations.

Midnight

#0b2e51

11, 46, 81

11, 82, 41, 37

Dark denim

#103f66

16, 63, 102

99, 74, 35, 23

ID blue

#2d5884

45, 88, 132

88, 62, 26, 10

Bergen Sky

#a8b6cc

168, 182, 204

39, 24, 13, 1

Drizzle

#dfe4ef

223, 228, 239

15, 9, 4, 0

Shroom

#efe7e4

239, 231, 228

7, 10, 10, 0

Currant

#99043d

153, 4, 61

26, 100, 53, 26

Our headline font is **REM**. The main headlines weight will be Semi Bold or 600. Different weights can be used is the creative execution calls for it but please always use Semi Bold as your first option.

Our complementary font is **Lato**. We use it for body text, CTAs, quotes, etc. Weights we use: Regular, Medium, and Bold.

The master logo

Our logo acts as a distinct and recognisable signature across all platforms.

Our primary logo consists of the logomark and a wordmark. The primary logo is the preferred version and should be used wherever possible.