



LOGO

01

01 — **Logo** > Logos | Variations | Clear space

02 — Colors

03 — Typography

Logos

A logo's strength comes from its consistent use over time, creating a strong visual link to the brand in consumers' minds.

This recognition allows the logo to embody the brand's entire identity and values. Therefore, maintaining a recognisable logo and using it consistently is crucial for building and reinforcing its meaning to audiences.

This section presents the approved variations of our brand logo, including horizontal and vertical stacking options.

Horizontal



Wordmark



Vertical



Logomark



Color Variations

This section showcases the approved color variations of our logo and brand elements.

This flexibility allows our brand to maintain its identity while adapting to various design needs and constraints.

Our logo cannot be used on different background colors than those shown in the backgrounds.

Our brand color background



Our dark color background



Light background



Use of Black and White



Logo Clearspace

A logo stands out when there are plenty of white space in the surrounds.

This size represents the minimum space around the logo and must be applied in all cases.

Of course, it is allowed, and in some cases it is recommended to go beyond this in order to create a clear and consistent design.



COLORS

02

01 — Logo

02 — **Colors** > Primary | Secondary

03 — Typography

Primary Colors

Primary colours are the core hues of your brand identity.

These colours appear most frequently in your designs and marketing materials.

Key primary colour come with light and dark versions, adapting to different background colours. This ensures better contrast for accessibility and aesthetics, while maintaining brand consistency across various applications.

AA AA

Persian Blue

HEX #2E44E4

R 46 C 84
G 68 M 73
B 228 Y 0
K 0

P 2728 C

AA AA

Dark Cove

HEX #121345

R 18 C 0
G 19 M 57
B 69 Y 90
K 5

P 2766 C

Secondary Colors

Secondary colours complement your primary palette.

These additional hues provide flexibility in your designs without overshadowing your main brand colours.

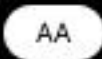


Lavender

HEX #A49DF7

R 164 C 37
G 157 M 37
B 247 Y 0
K 0

P 2705 C



Black

HEX #000000

R 0 C 0
G 0 M 0
B 0 Y 0
K 0

P Black 6 C



White

HEX #FFFFFF

R 255 C 0
G 255 M 0
B 255 Y 0
K 0

TYPOGRAPHY

03

01 — Logo

02 — Colors

03 — **Typography**

Fonts

This section outlines the typography guidelines for the brand.

It includes:

1.Title font: The main typeface used for headlines and key messaging.

2.Text font: Used for body text and supporting content.

Figtree

<https://fonts.google.com/specimen/Figtree>

Inter

<https://fonts.google.com/specimen/Inter>

Titles

Figtree

Extra Bold **Bold** **Semi Bold** **Medium**

Text

Inter

Bold **Semi Bold** **Medium** **Regular**