

Logo



Brand Mark

The brand's mark is designed to act as a standalone brand element where proper spacing cannot be achieved with the full logo.



Green

CMYK : C0.65 M0.00 Y0.21 K0.27
 Pantone : 7723 C
 RGB : R66 G187 B147
 Web : #42BB93

Black

CMYK : C0.00 M0.03 Y0.03 K0.85
 Pantone : Neutral Black C
 RGB : R39 G38 B38
 Web : #272626

Logo Format

The logo will be saved in different file formats and color variants for use in both web and print.

Recommended File Formats

.eps | .svg | .png

Brand Colors

The brand is comprised of two main colors; "green" and "blue" which together make up the brand's gradient.

Logo Clearspace & Computation

Wherever the logo appears, it must contain whitespace not less than one half (1/2) its total height. This includes both the logotype and mark.



Font Family: *Roboto*

This is A Heading.

This is the body text. It should always appear in the "black" color and the line height should not exceed 1.4em.

Typography

The Brand consists of one (1) font-family with only one (1) weight.