

Brands Guidelines 2023

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Introduction

Logos

Colors

Typography

Visual

Welcome.

Our 'brand book' is a simple and powerful tool that guides everything we do, including how we look, think and talk to the world.

Logo Variations

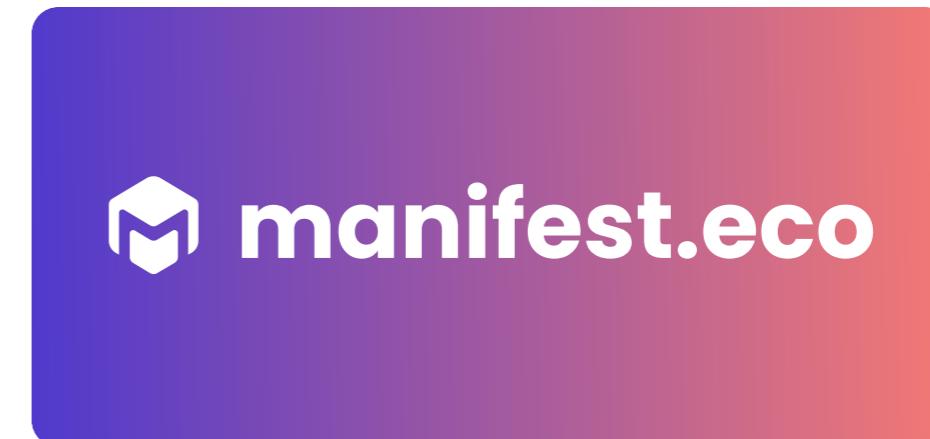
Our logo is the first way to signify our presence in the world. The positive variation should be used for light backgrounds where as the negative is for dark backgrounds.

[Download Logo](#)

Positive Horizontal



Negative Horizontal



Positive Logo Gram



Negative Logo Gram



Logo Variations

Our logo is the first way to signify our presence in the world. The positive variation should be used for light backgrounds where as the negative is for dark backgrounds.

[Download Logo](#)

Positive Horizontal Iris



Positive Horizontal Salmon



Positive Logo Gram Iris



Negative Logo Gram Salmon



Solid Colors

We love colors. Mostly we use our two main colors, but we also have a wide variety of secondary colors as well which are complimentary.

Primary Colors

Iris
HEX #4F39CD
RGB(79,57,205)
CMYK(61,72,0,20)

HEX #281C66

HEX #4230AB

HEX #6C5AD5

HEX #8A7BDE

HEX #A79CE6

HEX #C4BDEE

HEX #DCD7F5

HEX #F3FOFF

Salmon
HEX #F37974
RGB (243,121,116)
CMYK (0,50,52,5)

HEX #311817

HEX #CA6561

HEX #F58F8B

HEX #F7A6A2

HEX #F9BCB9

HEX #FBD2D1

HEX #FDE4E3

HEX #F8F2F1

Secondary Color

 **#F3B974**
243,185,116

 **#F3D874**
243,216,116

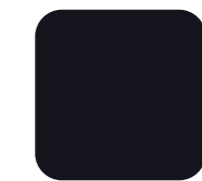
 **#EEF374**
238,243,116


 **#AFF374**
175,243,116


 **#74F379**
116,243,121

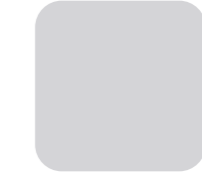
 **#74EEF3**
116,238,243

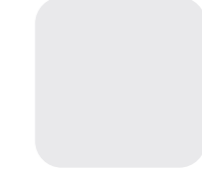
Grey Color

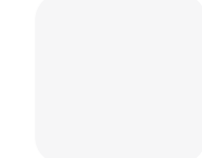
 **#14151C**
20,21,28

 **#4C4E58**
76,78,88

 **#93949B**
147,148,155

 **#D4D4D7**
212,212,215

 **#E9E9EB**
233,233,235

 **#F6F6F7**
246,246,247

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Solid Colors

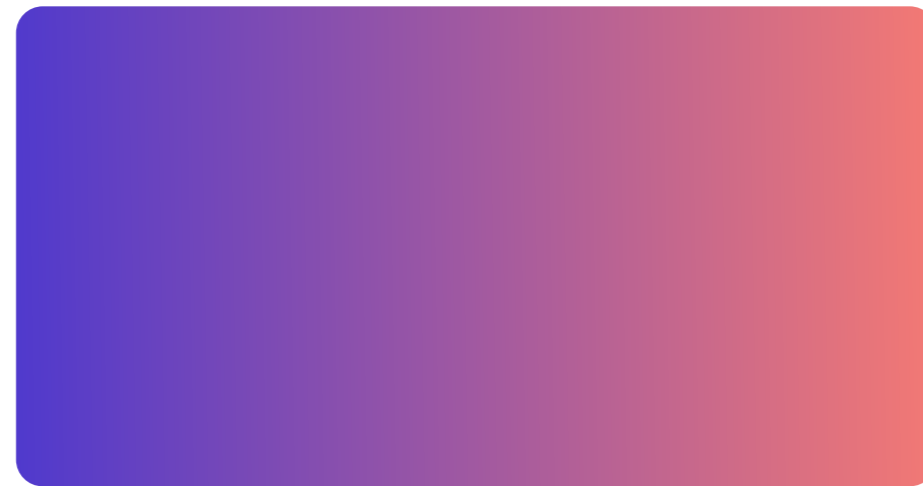
Gradients

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Gradients

Our passion for colors doesn't stop at solid colors. Gradients are a big part of our brand's look and feel.



#4F39CD

RGB(79,57,205)

#F37974

RGB(243,121,116)

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Typographic Style

Our chosen typefaces say a lot about our company with boldness and simplicity being an integral part.

Headings

**AaBbCcDdEeFfGgHhIiJjKkLlMm
nNnOoPpQqRrSsTtUuVvWwXx
YyZz123456789!@#\$\$%**

Poppins Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
nNnOoPpQqRrSsTtUuVvWwXx
YyZz123456789!@#\$\$%**

Poppins Semibold

Body Text

AaBbCcDdEeFfGgHhIiJjKkLlMm
nNnOoPpQqRrSsTtUuVvWwXx
YyZz123456789!@#\$\$%

Poppins Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm
nNnOoPpQqRrSsTtUuVvWwXx
YyZz123456789!@#\$\$%

Poppins Regular

[Download Font](#)

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Imagery Style

Use rounded style for images. Use single use case concepts in photography.

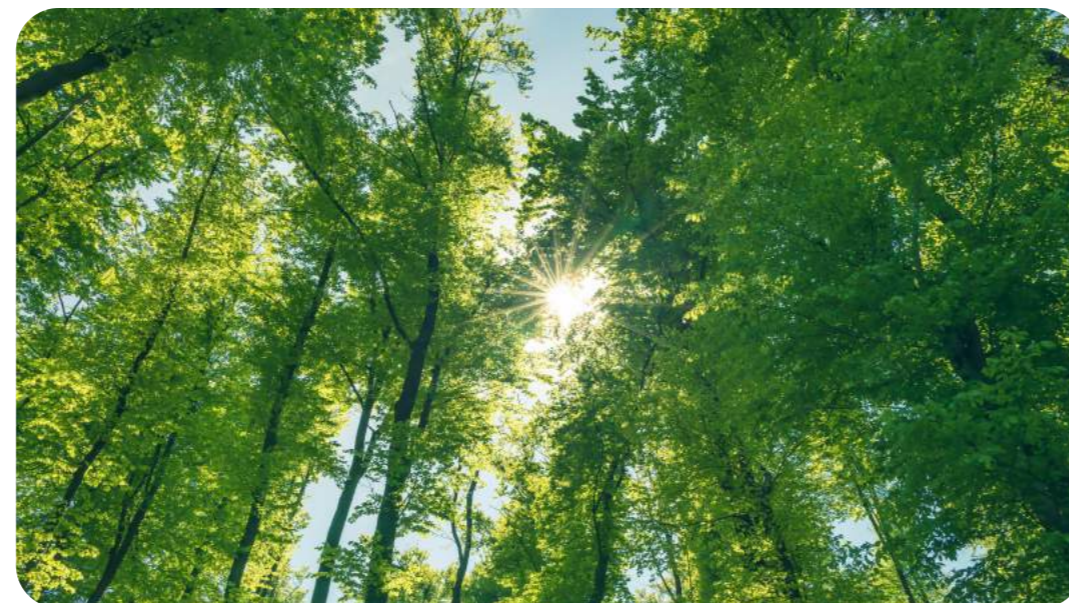
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Pattern

Pattern that can use on our design style

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