

Corporate brand

Logotype

Business card



Other



Typography

Headline, Ek Mukta ExtraLight, 24 pt size, 26 pt linespace, lowercase

Web body copy Ek Mukta regular, 12 pt, lowercase

Print body copy Ek Mukta regular 10 pt, lowercase

Palette

	Corporate	Active	Neutral	Accents
Screen				
Print				
Hex	#009999	#66CC99	#30D082	#FF0033 #FF8300 #6F00FF #FF00E7 #004AFF #00F3F6
R:0	R:102	R:48	R:249	R:255
G:153	G:204	G:208	G:249	R:255
B:153	B:153	B:178	B:249	G:0
C:100	C:56	C:65	C:5	B:0
M:0	M:0	M:0	M:4	B:255
Y:58	Y:58	Y:42	Y:4	B:231
K:0	K:0	K:0	K:0	B:255
PMS 3285 c	PMS 7479 c	PMS 3255 c	PMS Cool Grey 1c	

Iconography

FontAwesome



Outline

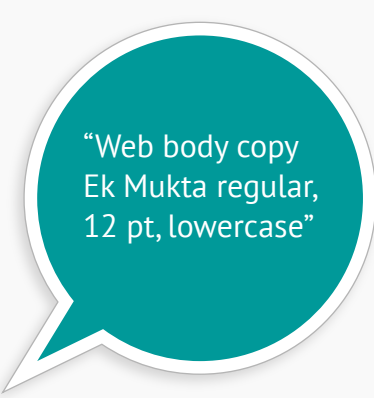


Avatar / favicon

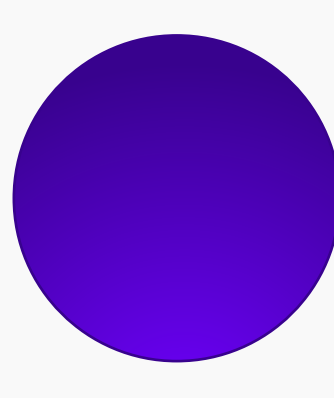


Visual language

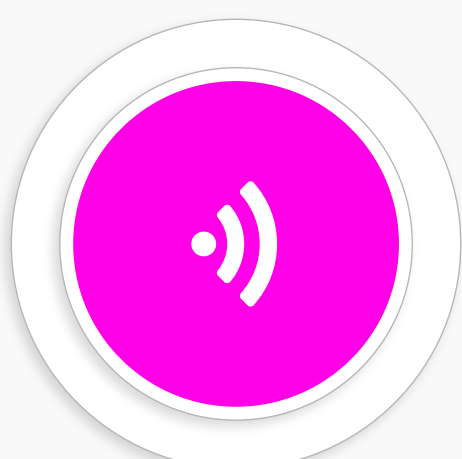
Paper overlays



Paper cutouts



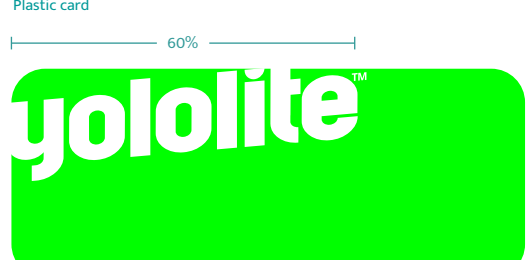
shadow effect
opacity: 30%
x offset: -2pt
y offset: 2pt
blur: 2pt
colour 50% grey



Consumer brand

Logotype

Plastic card



Other



Palette

	Lite	Accents
Screen		
Print		
Hex	#00FF00	#FF0033 #FF8300 #6F00FF #FF00E7 #004AFF #00F3F6
R:0	R:173	R:255
G:255	G:255	R:255
B:0	B:0	G:0
C:54	C:30	B:0
M:0	M:0	B:231
Y:100	Y:100	B:255
K:0	K:0	B:245
PMS 802 c		

Iconography

FontAwesome



Outline



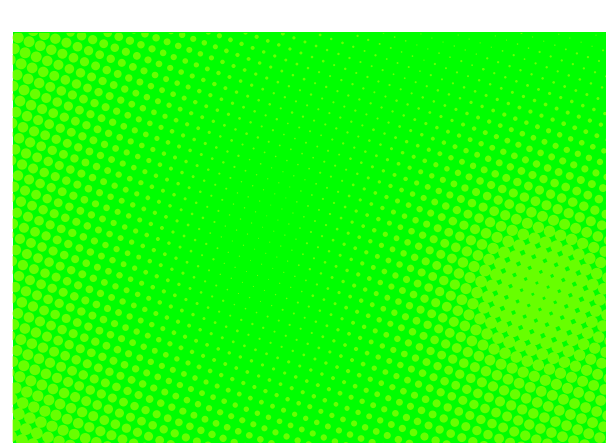
Avatar / favicon



Halftone

Screen

60% transparent #FFFFFF



Print

