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Brand Guide

Logotype and Mark

Logo versions and components

The logo has an horizontal version, with the text aligned on the right of the mark, and a square version, with the text underneath. Additionally, it is possible to use the mark as a stand-alone icon.

While it is possible to use the icon by itself, the logotype must always be accompanied by the mark.

Horizontal version

Square version

Icon

Logo color variants

01. Normal

Use on a white or off-white background

01

02. Reversed

Use on a dark blue, black or very dark background

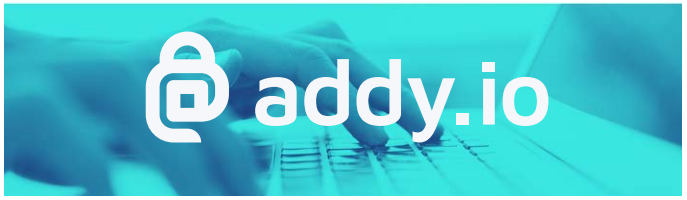
02

03. Monochromatic

(usually white or off-white)

Use on a busy, photographic or colored background

03



Logo Clear Space

Horizontal logo clear space

Yellow indicates clear space. The yellow area must be kept free of all other graphical and visual elements. The minimum required clear space is defined by the measurement 'X' (equal to the x-height of the logotype letters).

Square logo clear space

Yellow indicates clear space. The yellow area must be kept free of all other graphical and visual elements. The minimum required clear space is defined by the measurement 'X' (equal to the x-height of the logotype letters).

Logo incorrect use

Don’t change color or typeface

Never change the color of any or all parts of the logo from the original, even if with brand colors. For the 1-color versions, the allowed tints are: black, off-white, and dark blue.

The typeface must be Maven Pro Semibold, and keep the tint and proportions that are shown here.

Don’t change the logo proportions, rotate it, or distort it

Don’t modify, distort, enlarge or stretch any part of the logo from the original.

Don’t change the spacing between the icon and the text in any version of the logo, nor change their respective positions.

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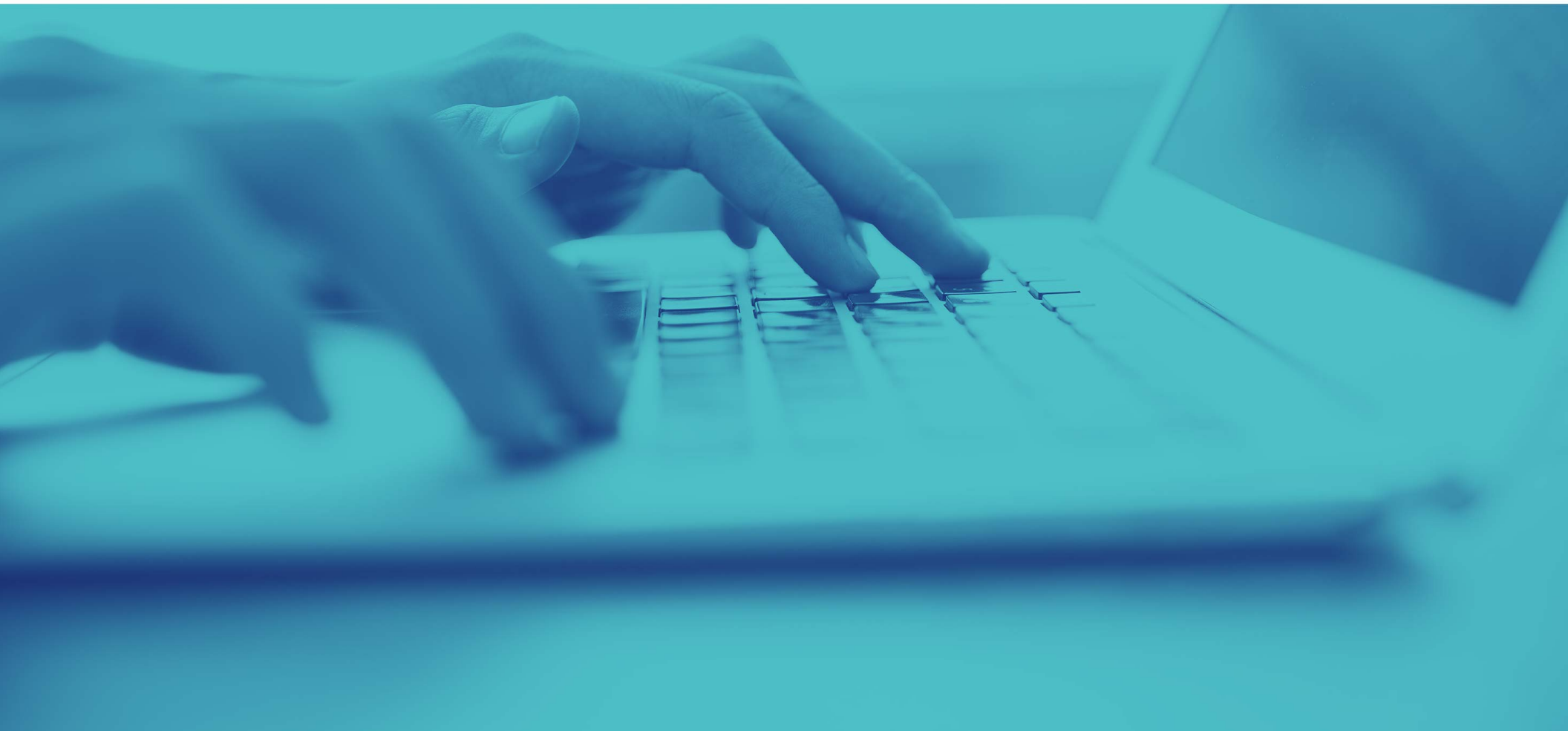
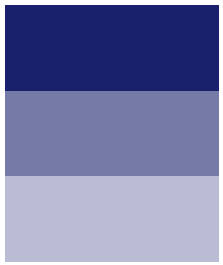


Color Palette

Brand colors

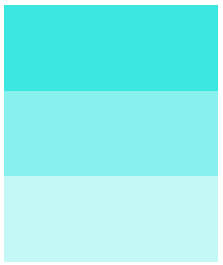
The primary colors of the brand are dark indigo, bright cyan, and off white.

Dark Indigo



R25 G33 B108
hex: #19216C

Bright Cyan



R58 G231 B225
hex: #3AE7E1

Off white

R245 G247 B250
hex: #F5F7FA

Brand gradients

01. From bright cyan to cool medium blue, on a 45° diagonal or vertically
02. From light indigo to medium teal, horizontally or diagonally

01

R58 G231 B225 to R25 G33 B108
hex: #3AE7E1 to #1993D2

02

R63 G87 B168 to R18 G177 B185
hex: #3F57A8 to #12B1B9

Typography

Maven Pro Semibold

is the primary font used for the logotype/logo wording. It can be used in titles and when stronger emphasis is needed.

Maven Pro Regular

can be used as the standard in body text and paragraph text.

Maven Pro Semibold

ABCDEFabcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&(*)

Maven Pro Regular

ABCDEFabcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#$%^&(*)

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