

TBA

Brand Guidelines

Usage Guidelines

Using our brand assets correctly

1. Logo Usage

Generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements.

2. Brand Assets

Please do not use, display, mirror or frame (including in metatags or hidden text) our company assets.

3. Color Palette

Avoid deviating from the core set of colors or creating tints of these values.

Logo

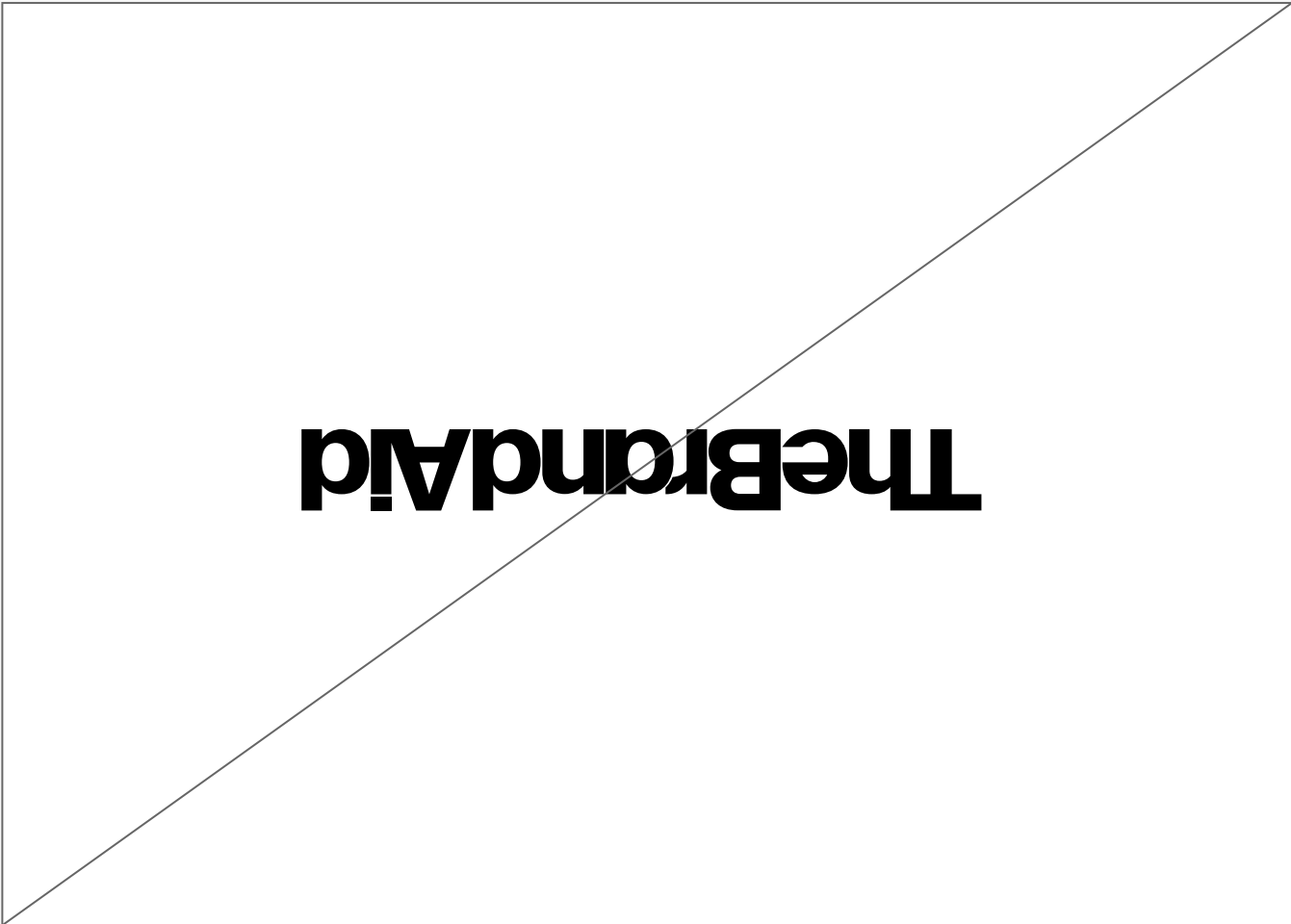
Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.

TheBrandAid

TBA

TheBrandAid

Logo:
Incorrect Usage



Typography

Headline

Manrope

Bold

48 px

80% line height

0% tracking

Paragraph

Manrope

Regular

18 px

110% line height

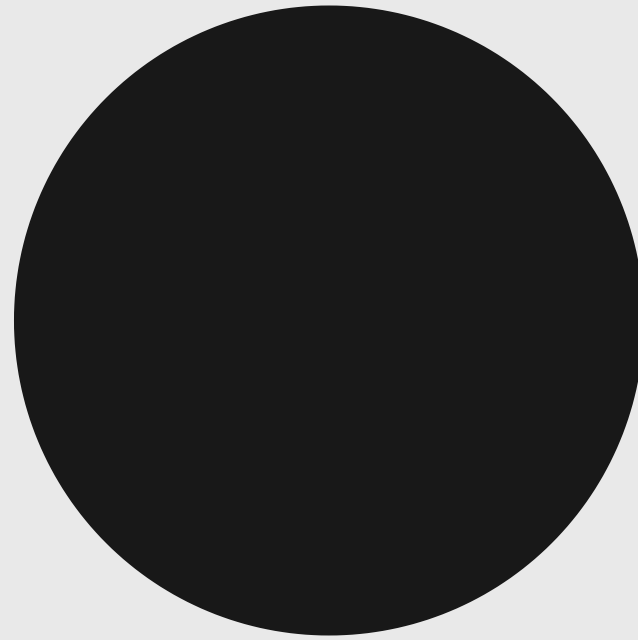
1% tracking

About Manrope

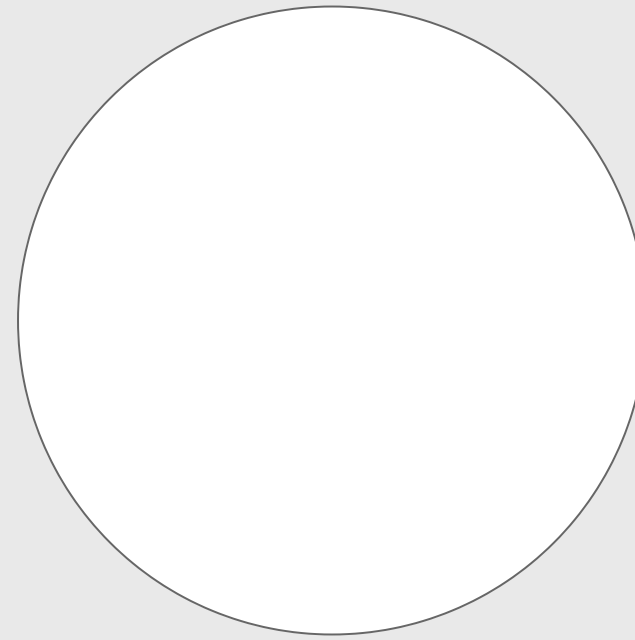
Manrope is a modern and versatile sans-serif font that features a unique, geometric design.



#7237D2
RGB: 114/55/210
CMYK: 69/80/0/0



#000000
RGB: 0/0/0
CMYK: 75/68/67/90



#FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

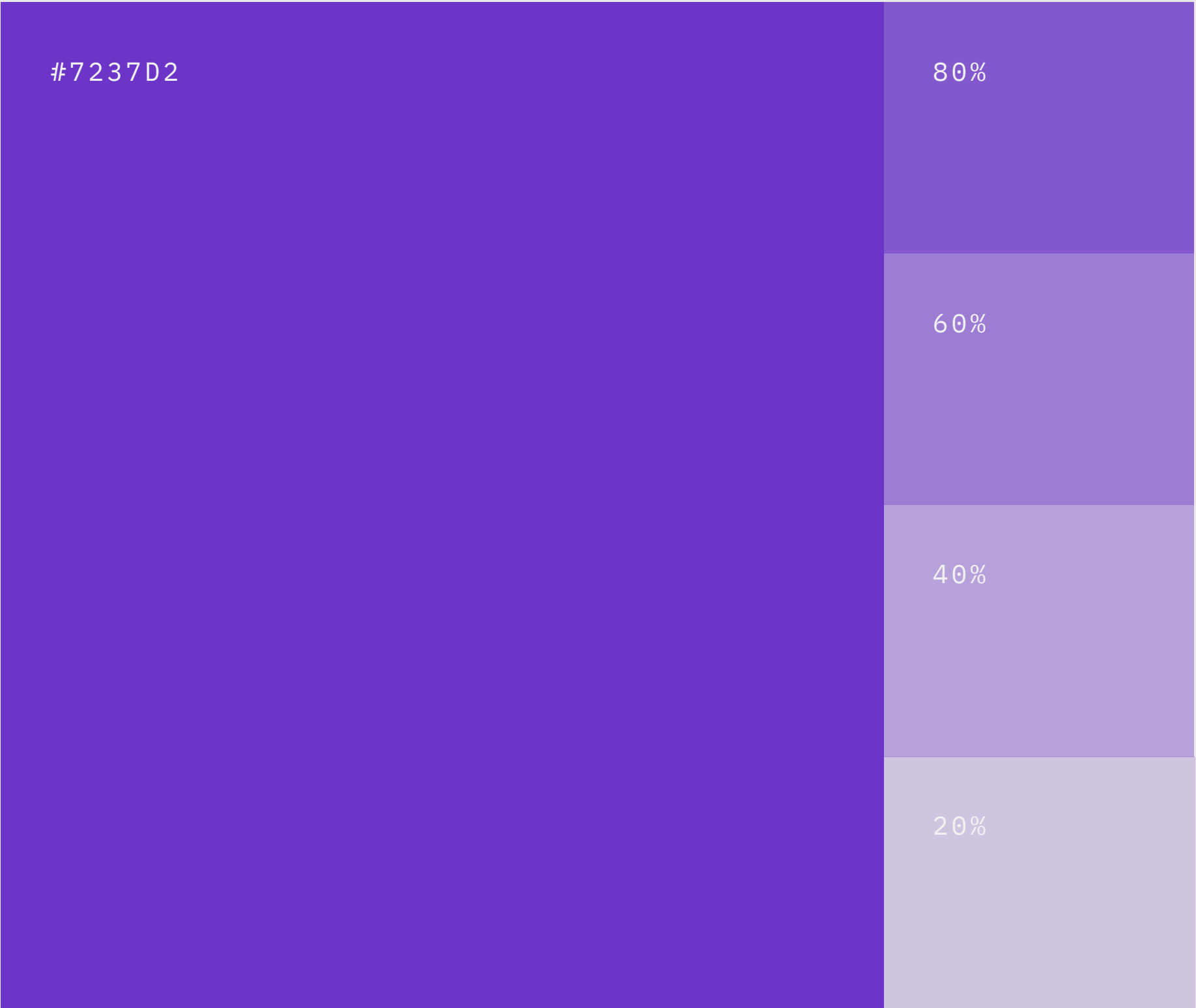


#FDBB04
RGB: 253/187/4
CMYK: 1/29/100/0

Color Palette

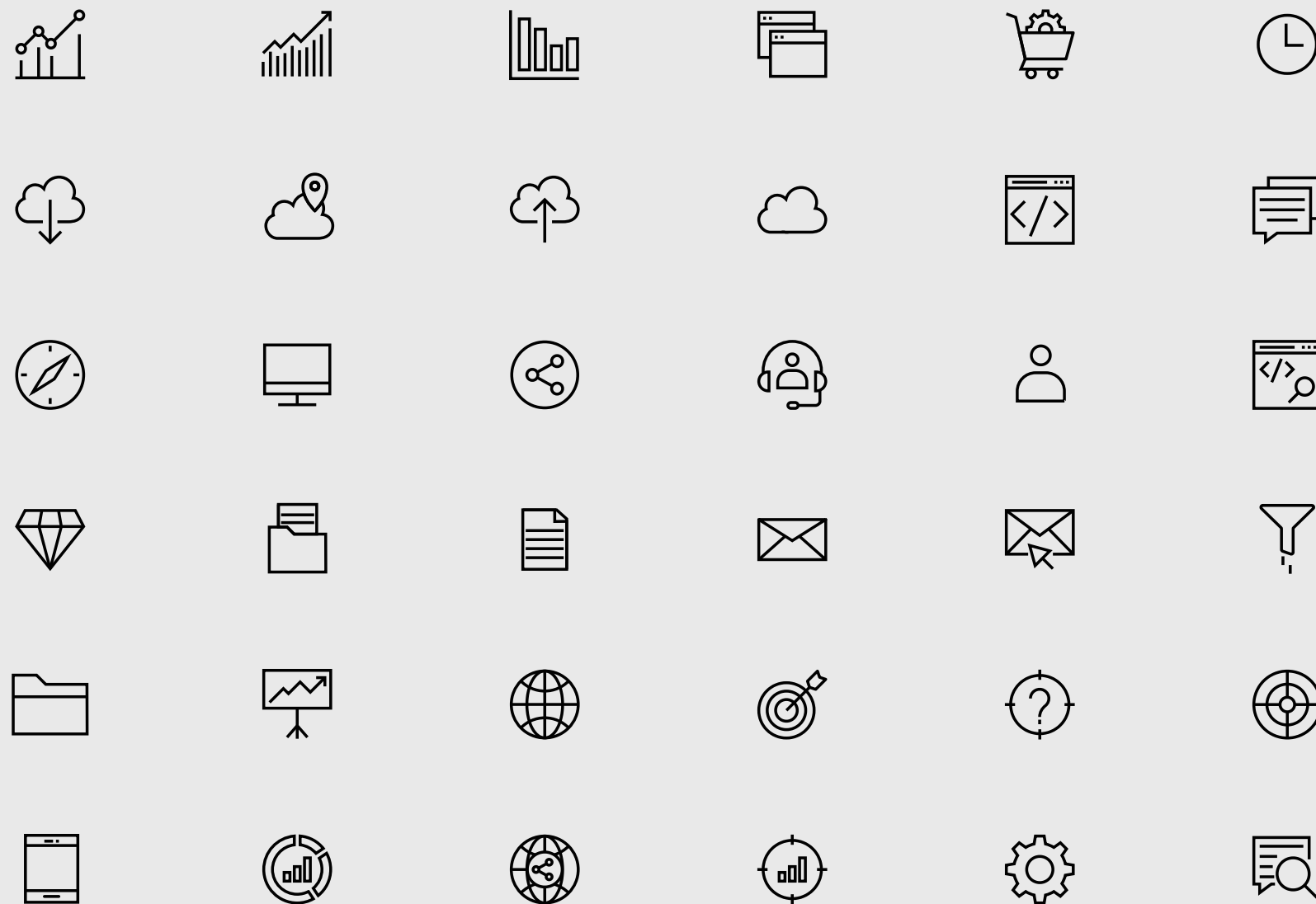
Our brand uses colors purposefully to communicate how things function in the interface. This helps us create visual patterns that can make interacting with our product easier and more predictable.

Primary: Blue-Violet



Color Palette

Our primary hue is Blue-Violet, a captivating fusion of blue's tranquility and violet's richness. From serene purples to vibrant violets, we embrace the spectrum to reflect our brand's diverse emotions and moods.



Iconography

Our iconography is connected to our typography at a fundamental level.

Icons and their usage principles enable you to communicate quickly and effectively across all touchpoints.