



Visual identity guide

Fonts

cloo

Cerebro Regular
used only for "CLOO"

Header

Spartan MB Bold, Extra Bold
for small Headers or **Black** for
Headers

abcdefghijklmnopqrstuvwxyz
1234567890

abcdefghijklmnopqrstuvwxyz
1234567890

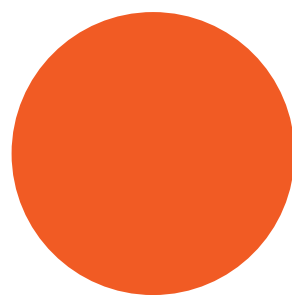
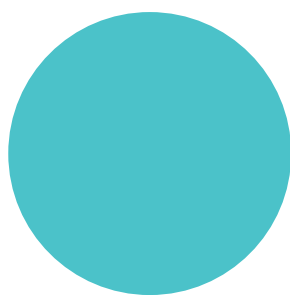
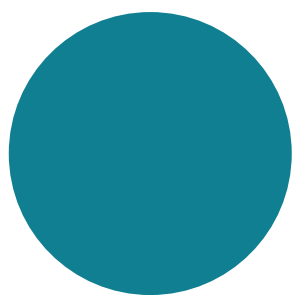
Body

Ubuntu Light, Regular, Medium,
Bold, *Italic* 10-20pt

abcdefghijklmnopqrstuvwxyz
1234567890

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1234567890

Colour palette



HEX

#157f90

#4bc3ca

#e6e7e8

#f15c24

RGB

21, 127, 144

75, 195, 202

230, 231, 232

241, 93, 37

CMYK

85, 36, 37, 5

63, 0, 23, 0

0, 0, 0, 10

0, 79, 98, 0

