

BRAND STYLE GUIDE

LOGO ASSETS

STANDARD LOGO

DIGITAL LOGO

HORIZONTAL LOGO

PRIMARY COLOR PALETTE

Exact Pantone color may vary by coating, substraat, etc.
Please consult with printer on best match.



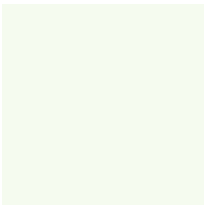
CONDUIT BLUE
#08508A



SLATE
#839D9A



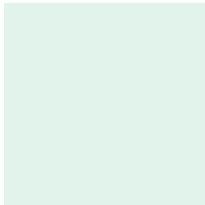
CONDUCTIVE GOLD
#C4A05A



GROUNDLED CREAM
#F5FBEF



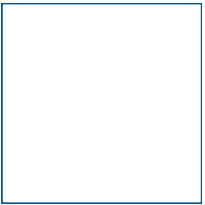
GRID GREEN
#337357



GREEN MIST
#E2F3EB



SKY
#B0D1E8



WHITE
#FFFFFF

BRAND FONTS

GLACIAL INDIFFERENCE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

PLAYFAIRE DISPLAY

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

LATO

a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

BRAND IMAGERY

Bright. Airy. Neutral Tones. Touches of Blue in Clothing. Natural, Friendly Body Language.
Photography is a blend of vendor photography and carefully curated stock.
Here are some examples of visual cohesion:



ICONOGRAPHY

Icons should be clean and simple.
Consistent line thickness, use of circles, and hard corners/lines create cohesion.

CREATIVE ELEMENTS

BLADES

BOXES

CIRCLES

SLOGAN WORDMARK