



# BRAND

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# GUIDELINE

## LOGO



## LOGO TO BE USED WITHOUT TAGLINE



## LOGO TO BE USED WITH BACKGROUND



## LOGO TO BE USED IN WEBSITE MENU STRIP



## ICONS



## LOGO COLORS



C:0 M:100 Y:100 K:0  
R:237 G:50 B:55  
#Ed3237



C:0 M:0 Y:0 K:0  
R:254 G:254 B:254  
#FFFFFF



C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#000000

## FONTS

### LOGO



**REGULAR**

Download Link:

<http://www.fontsupply.com/fonts/B/Bnkgothm.html>

### DOCUMENT



*Light Italic*

**Regular**

*Italic*

**Bold**

***Bold Italic***

**Black**

***Black Italic***

Download Link:

<https://fonts.google.com/specimen/Lato?selection.family=Lato>

[www.skootr.in](http://www.skootr.in)

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