

## Primary Logo



## Sizing Requirements



### minimum size for print

The smallest the logo should be represented in print is 1.5" x 1"



### minimum size for web

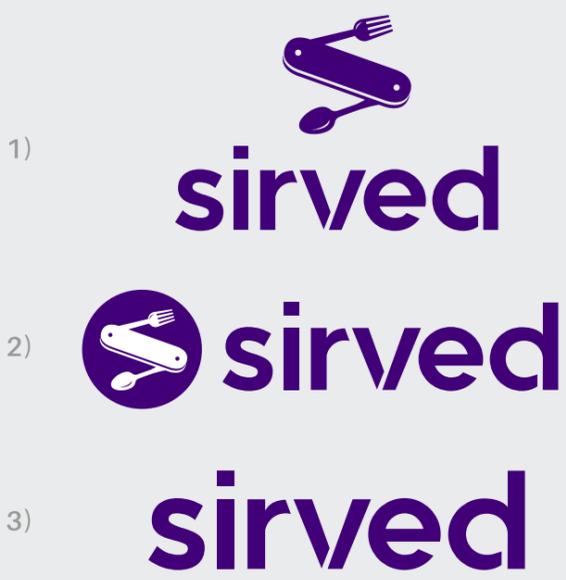
The smallest the logo should be represented in for web is 250px x 175px

## Alternative Small Logo Representation Options

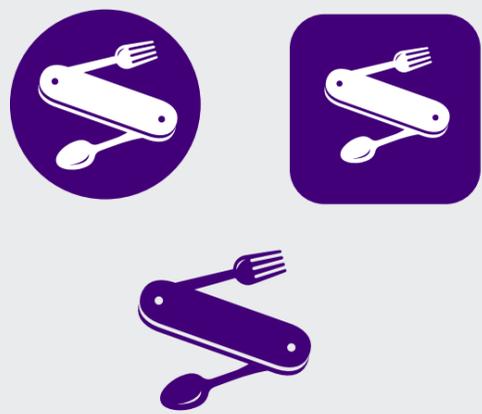


To be used when logo is needed in smaller print sizes than 1.5" x 1" and web sizes smaller than 250px x 175px

## Logos Options



## Logos Marks



## Typography

### Primary Fonts

Aileron  
Aileron  
**Aileron SemiBold**  
**Aileron Bold**  
**Aileron Black**

### Secondary Fonts

*MANUS*  
*MANUS SMOOTH*  
**DIN Condensed**  
**DIN Condensed**

### Font for Body Text

Aileron

## Colour Palette



HEX  
#410078  
CMYK  
87 100 16 14  
RGB  
65 0 120



HEX  
#9CE667  
CMYK  
35 0 75 0  
RGB  
156 230 103



HEX  
#858C87  
CMYK  
50 37 43 4  
RGB  
133 140 135