

BRAND GUIDELINES

THE COMPLETE BRANDING

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BRAND GUIDELINES

THE COMPLETE BRANDING

TYPOGRAPHY

01-02

COLOR PALETTE

03

LOGO DESIGN

04

EMBLEMS & FAVICONS

05

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Aa

POPPINS MEDIUM

Used for headers & subheaders
Character spacing: 95-100pts.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Aa

Open Sans

Used for body text

Aa

Open Sans Bold

Used for highlighting body text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Brand Colors

PRIMARY



PRIMARY



SECONDARY

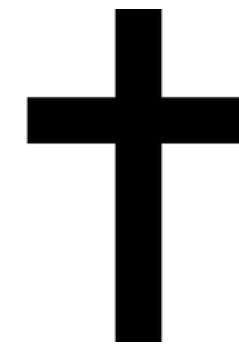
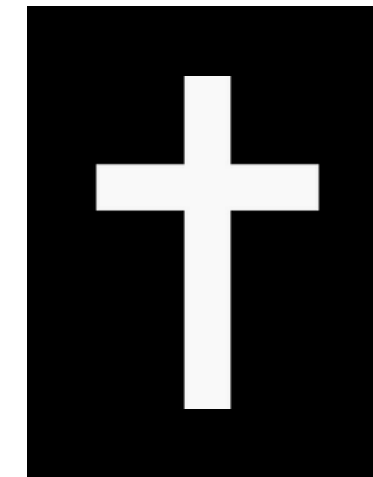
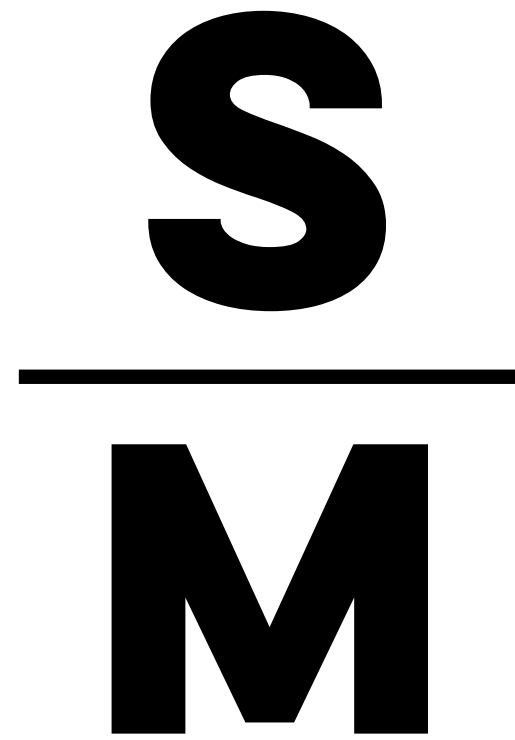


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MAIN LOGO

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COLOR VARIATION



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