



Brand Guidelines

2023

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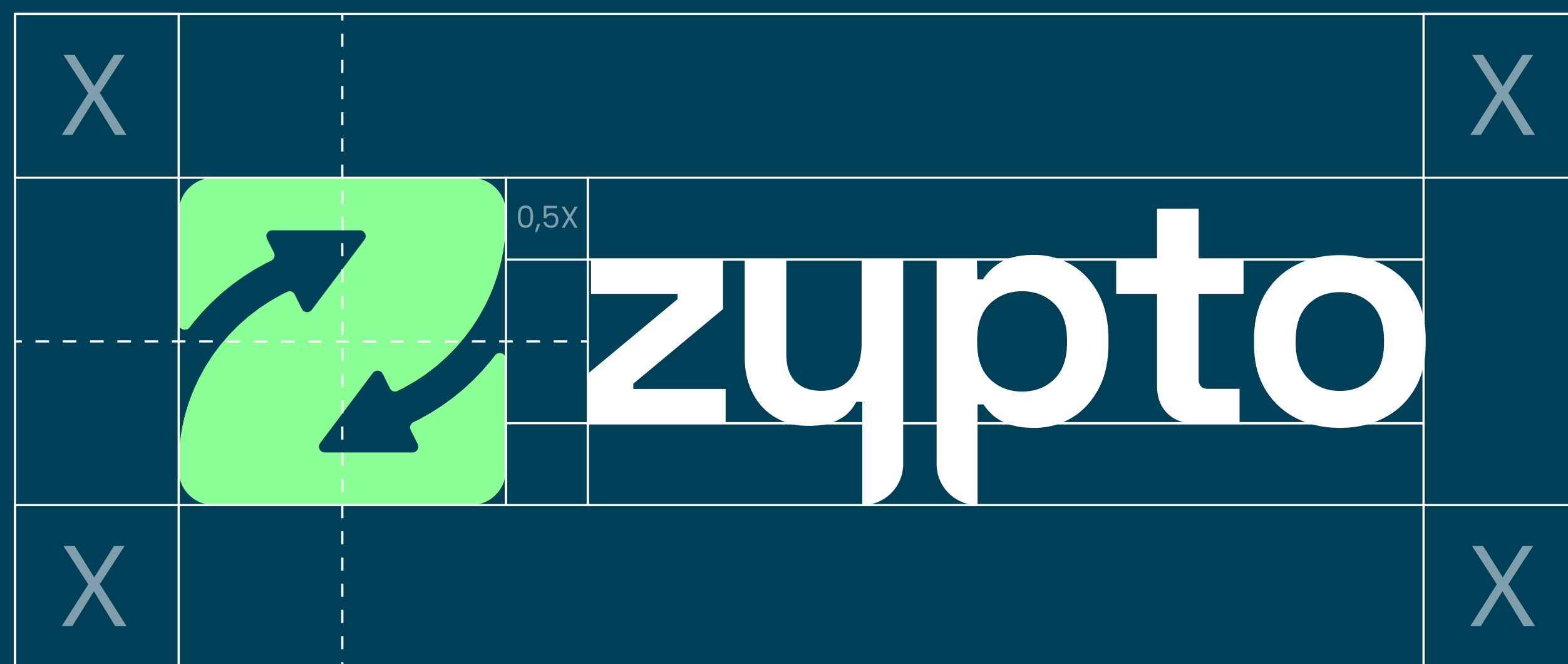
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Colors

Logo Color Use Cases



Color Version on Color



White Version on Color



Color Version on Light Backgrounds



Monochrome Version on White

Primary Colors



Indigo dye #005578
CMYK : 90, 42, 15, 40



Screamin' green #8BFF95
CMYK : 45, 0, 42, 0

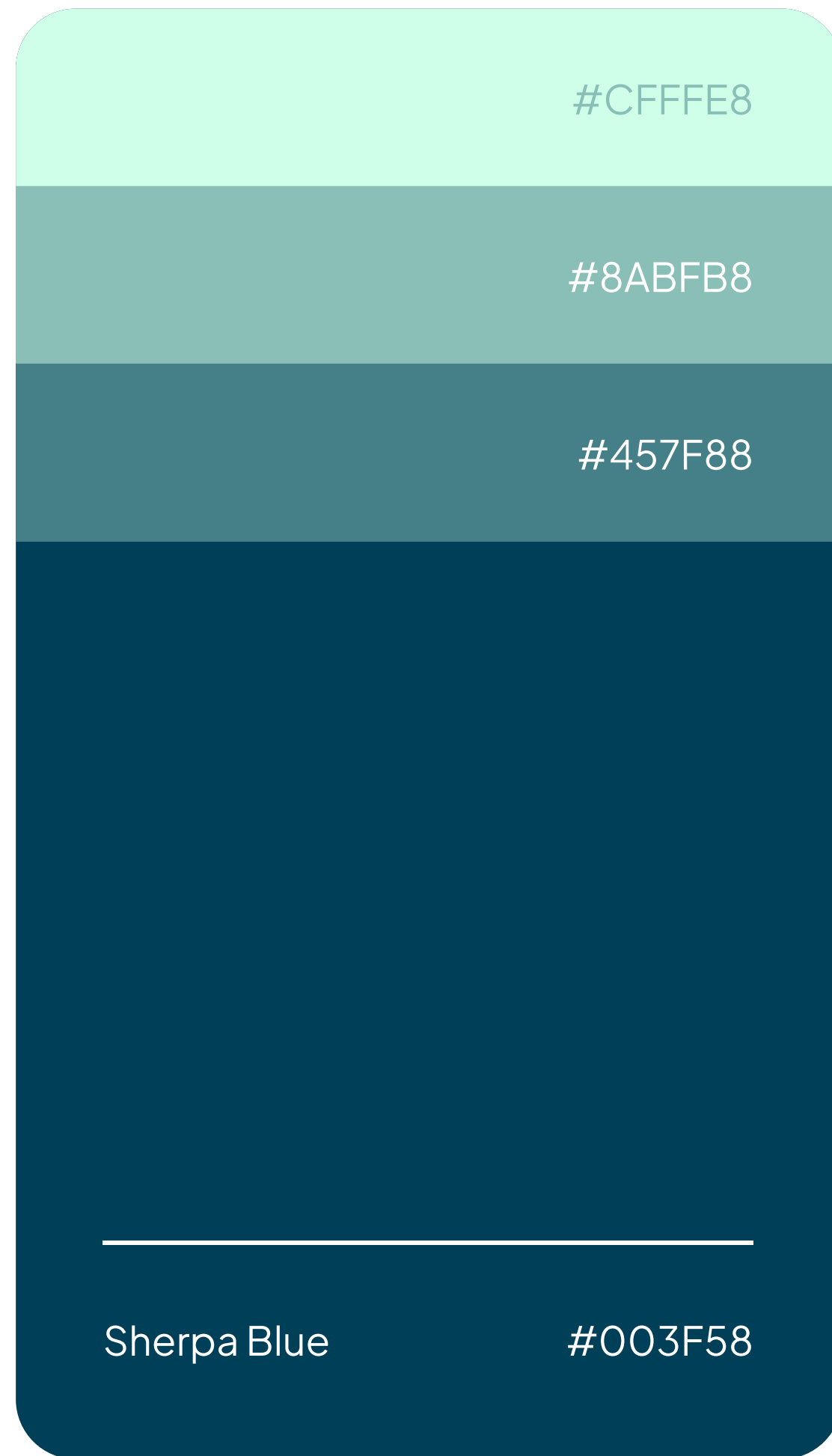


Black #000000



White #FFFFFF

Secondary Colors



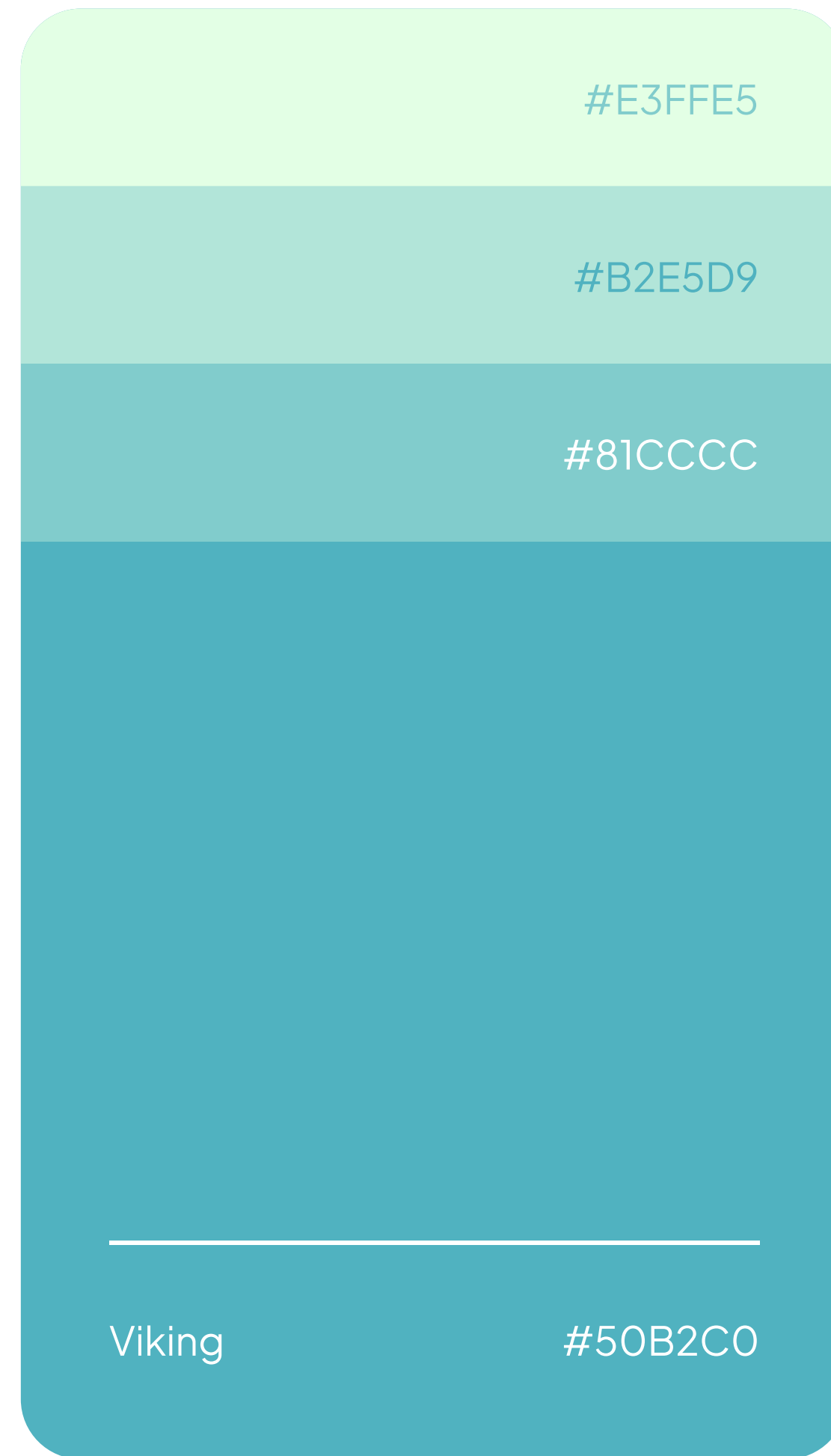
A vertical color palette for Sherpa Blue. It consists of four stacked rectangular swatches. From top to bottom: a lightest blue (#CFFFE8), a medium-light blue (#8ABFB8), a medium-dark blue (#457F88), and a dark blue (#003F58). A thin white horizontal line is positioned above the dark blue swatch.

#CFFFE8

#8ABFB8

#457F88

Sherpa Blue #003F58



A vertical color palette for Viking. It consists of four stacked rectangular swatches. From top to bottom: a lightest blue (#E3FFE5), a medium-light blue (#B2E5D9), a medium-dark blue (#81CCCC), and a dark blue (#50B2C0). A thin white horizontal line is positioned above the dark blue swatch.

#E3FFE5

#B2E5D9

#81CCCC

Viking #50B2C0



A vertical color palette for Spring Green. It consists of four stacked rectangular swatches. From top to bottom: a lightest green (#B5FEFF), a medium-light green (#7BF5D6), a medium-dark green (#42ECAC), and a dark green (#08E383). A thin white horizontal line is positioned above the dark green swatch.

#B5FEFF

#7BF5D6

#42ECAC

Spring Green #08E383



A vertical color palette for Gradient. It is a single vertical gradient bar transitioning from a light green at the top to a dark blue at the bottom. A thin white horizontal line is positioned near the bottom.

Gradient #B0FFB7 #005578

Animation

Animation

1  zupto

2  zupto

3  zupto

4  zupto

5  zupto

6  zupto

Typography

Typography

Plus Jakarta Sans (Designed by Tokotype)

AaBbCc

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%*

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%*



Thank You

2023