

Logo Guidelines



Brand Anatomy



- 1

Icon

#00AFE6

RGB(0, 175, 230)

#80D2EB

RGB(128, 210, 235)
- 2

Logo

#4C555F

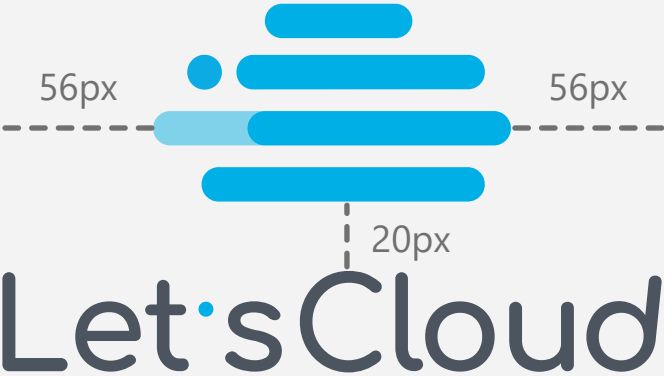
RGB(76, 85, 95)
- 3

Apostrophe decorative

#00AFE6

RGB(0, 175, 230)

Vertical Brand Application



Available for download on Page Brand Assets in the Logos category.

Brand reduction



Icon reduction



Minimum application:



Background clean Brand application

Background clean



Monochrome branding



Background dark Brand application

Background dark



Monochrome branding



Logos Don't

Do not change the size of the icon in relation to the brand.
This removes the symmetry of the logo, always look for the original SVG of the logo available on the website.



Do not insert elements or SVG too close to the logo.
Keep a minimum of 8px distance above and below.



Logos Don't

Do not change colors of the logo outside the color palette or change uppercase and lowercase letters and their spacing between them.



Do not add shadow or gradients, or other graphic elements.

