



Full-color Version



Single-color Version

Primary Logo Lockup: "Squircle" Brandmark + Wordmark



"Squircle" Brandmark

Use where lockup is not needed (ie. watermark, promotional items, lower thirds, etc.)



Abbreviated Wordmark

Use minimally, where space is limited (ie. favicon)

TYPOGRAPHY



HEADLINE

Helvetica Neue Bold, -25 kerning
ALL CAPS



Subheading

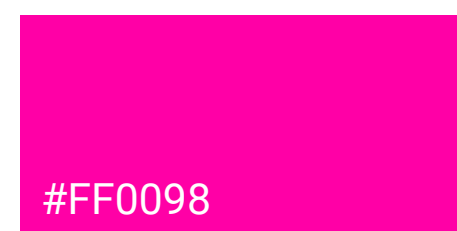
Helvetica Neue Bold, -25 kerning
Title Case
sizing guide: 1/2 height of headline



Body copy

Roboto Regular
Sentence case
sizing guide: 4/5 height of subheading

COLOR PALETTE



#FF0098

Main Brand



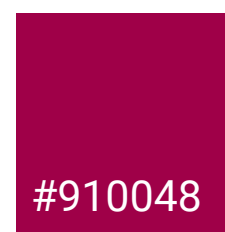
#FF0000

Accent
Color #1



#AA06F7

Accent
Color #2



#910048

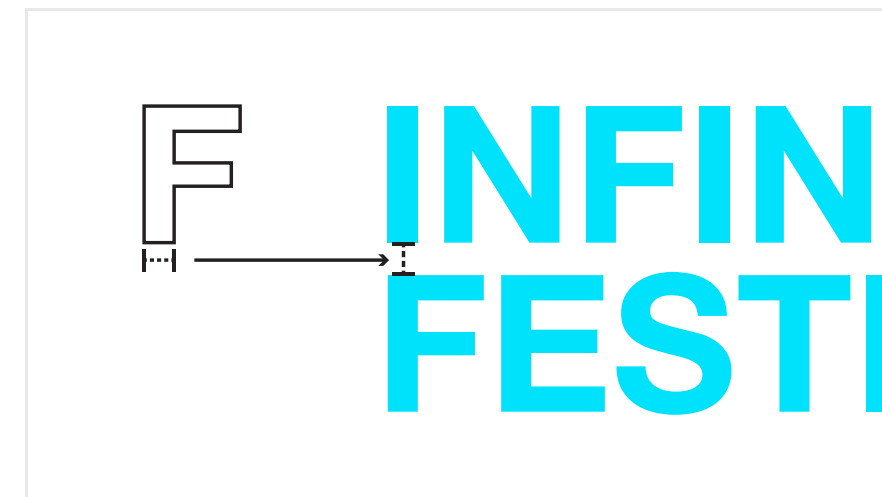
Accent
Color #3



#A2A2A2

Accent
Color #4

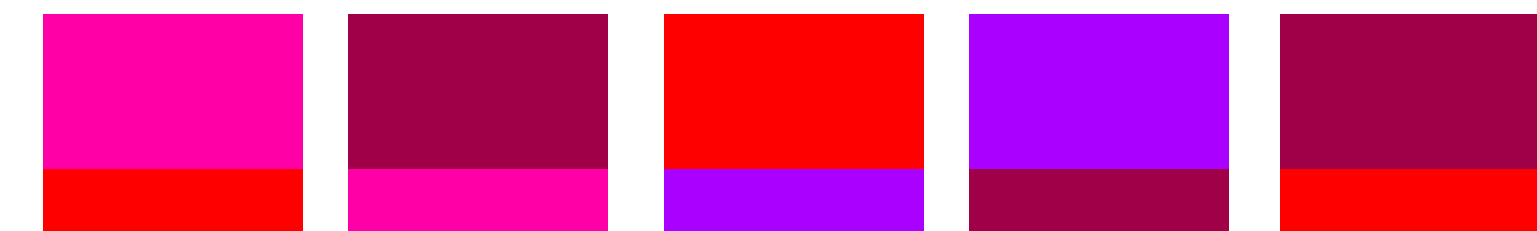
LEADING



Use width of letter stems as a guide

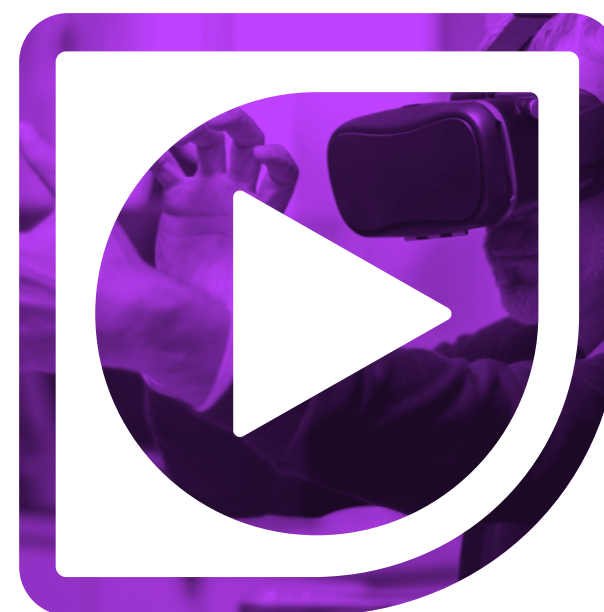
COLOR BLOCKING

Depending on design, smaller portion of color block should be between 30-40% of overall shape

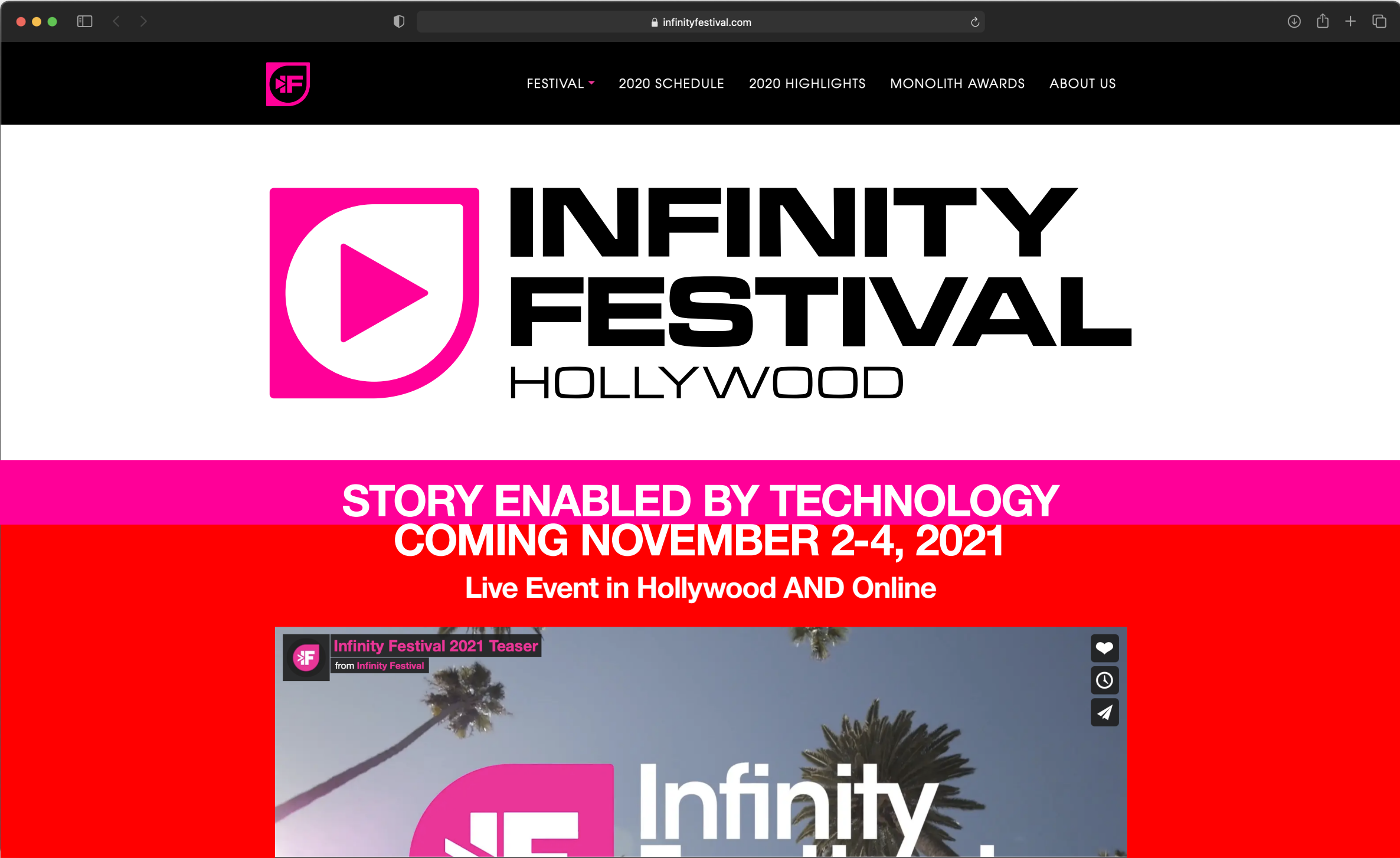


Approved color combinations

IMAGERY & LOGO MARK



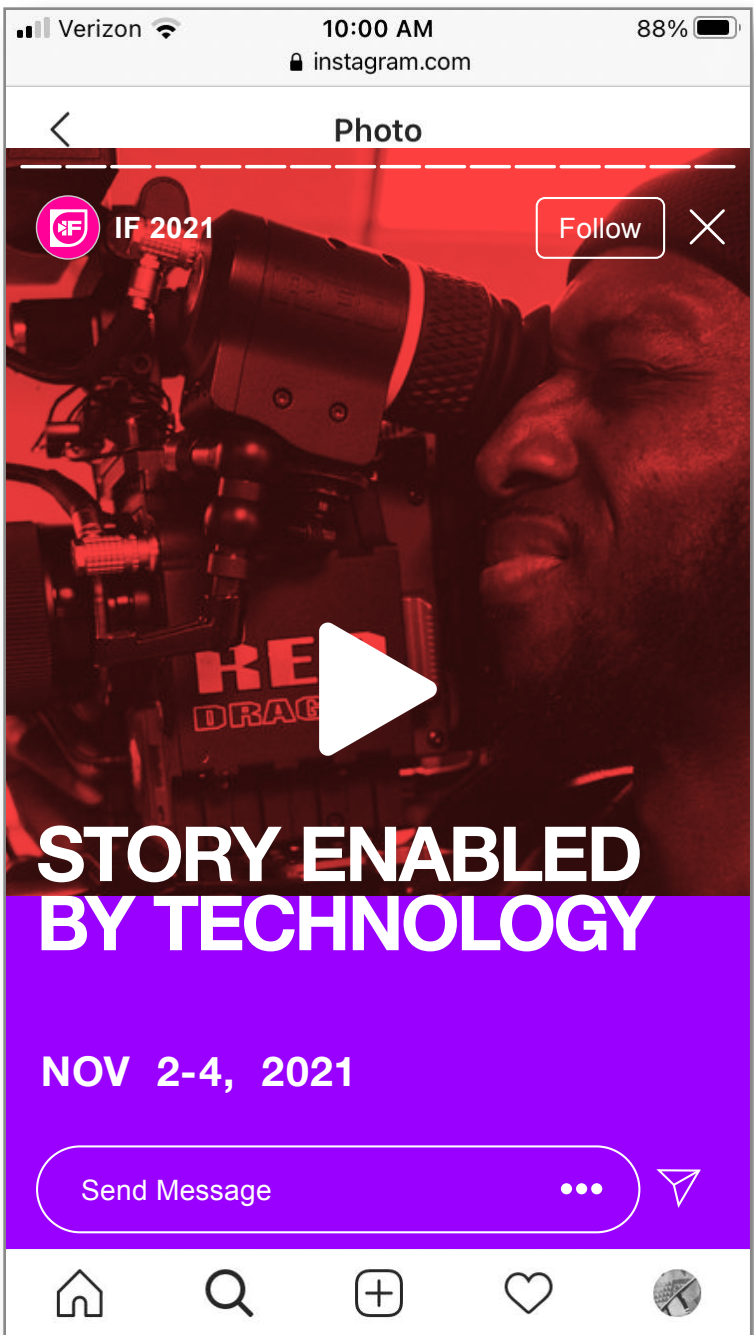
Please be mindful that background images are strong enough to be easily recognizable within logo mark



Website Header



Instagram post



Instagram Story



Billboard