BRAND BOARD

[Brand name]

[Your one-line promise, under 12 words]

LOGO

Your logo

Reversed

One color

Clear space: half the logo height on every side. Minimum size: 24 px on screen, 12 mm in print.

COLOR

Primary	Dark	Light	Accent	Neutral
#2D46EA	**#14162E**	**#F5F3EE**	**#FFCE3A**	**#E4E2DA**
45 70 234	20 22 46	245 243 238	255 206 58	228 226 218
81 70 0 8	57 52 0 82	0 1 3 4	0 19 77 0	0 1 4 11

Rows: **HEX, RGB, CMYK**

TYPE

Aa

HEADINGS

[Heading font]

Titles and big numbers

Aa

BODY

[Body font]

Paragraphs and captions

IMAGERY



[Light]



[People]



[Color]



[Space]

VOICE

[Trait one]	[We say...]
[Trait two]	[We say...]
[Trait three]	[We say...]

The full rules live in the brand guidelines.