

Brand kit

Logotype

Spacing

Keep the height of the wordmark as clear space

Minimum size

Digital min: 35x150px

Print min: 15x35mm



Logo

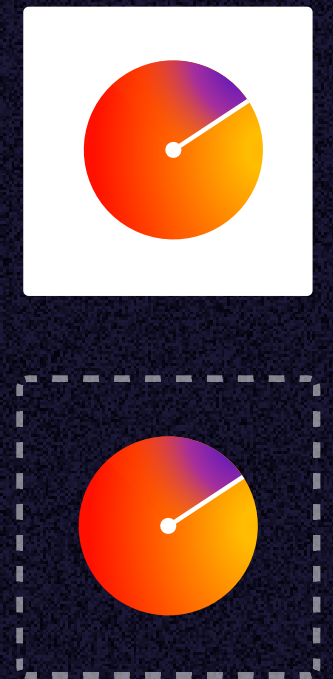
Spacing

Keep surrounding space on all edges clear

Minimum size

Digital min: 35x35px

Print min: 15x15mm



Colour

CARROT

Primary

HEX FC5C03

RGB 252 92 3

CMYK 0 78 100 0

BLUEBERRY

Secondary

HEX 202DAC

RGB 32 45 172

CMYK 96 90 0 0

FIG

Dark

HEX 121023

RGB 18 16 35

CMYK 84 80 54 73

LEMON

Highlight

HEX FFC21A

RGB 255 194 26

CMYK 0 25 96 0

Typeface

Financier Display Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789