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Logo

Clear space

Clear space refers to the minimum amount of space that must be kept clear on all sides of the logo in all uses and applications.

The minimum space around the logo should at least be equivalent to the dimensions of the “O” symbol seen here.

Wherever possible, the clear space should be increased. It should never be decreased and other elements should never be positioned within this space.
Recommended sizes and uses

It’s essential that all parts of the logo identity can be easily read in every application. The recommended minimum size for the logo for print applications is 4 cm [B]. For digital applications it is 100 px [E]. For smaller applications, consider using the logo without tagline [C].

The favicon [D] should be used as a small graphical representation of your website, usually in the address bar of a browser. There are no maximum size restrictions for the logo or symbol.
Typography

Use of typography

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Logo

Barlow

**Aa**

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09 10

Web

Primary

Lato

**Aa**

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09 10

Secondary

Maven Pro

**Aa**

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09 10
Color Palette

Use of colors

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**Primary**

- CMYK: 97 / 40 / 52 / 18
  - RGB: 4 / 104 / 109
  - HEX/HTML: #04686D

- CMYK: 1 / 19 / 100 / 0
  - RGB: 247 / 204 / 70
  - HEX/HTML: #F7CC46

- CMYK: 5 / 2 / 2 / 0
  - RGB: 239 / 242 / 245
  - HEX/HTML: #EFF2F5

- CMYK: 73 / 67 / 55 / 50
  - RGB: 55 / 55 / 62
  - HEX/HTML: #37373E

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**Secondary**

- CMYK: 0 / 84 / 58 / 0
  - RGB: 253 / 93 / 93
  - HEX/HTML: #FD5D5D

- CMYK: 0 / 41 / 100 / 0
  - RGB: 255 / 169 / 0
  - HEX/HTML: #FFA900

- CMYK: 87 / 5 / 40 / 0
  - RGB: 0 / 167 / 168
  - HEX/HTML: #00A7A8

- CMYK: 79 / 69 / 62 / 80
  - RGB: 11 / 18 / 23
  - HEX/HTML: #0B1217
Correct Logo application
Incorrect Logo application
Iconography