Primary Wordmark

Symbol (2 variations)

mirror

mirror

m

m

m

m

mirror

mirror

m

m

m

m

Color Version

mirror

mirror

Color Palette

	Brand	Base	Highlight	Body Text	Secondary Base
HEX	#6AA1BF	#FAFAFA	#E8BB46	#38393D	#818286
RGB	106, 161, 191	250, 250, 250	232, 187, 70	56, 57, 61	129, 130, 134
CMYK	60, 25, 15, 0	1, 1, 1, 0	10, 26, 86, 0	71, 64, 58, 51	52, 43, 40, 6
Pantone	549 C	663 C	142 C	447 C	Cool Gray 8 C

Main Logo Color		#000000 / 0, 0, 0 / 75, 68, 67, 90 / Black 6 C

Typeface

Aa

Vesterbro

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Proxima Nova

Regular & **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Text Sizes

Heading One

28px size / 34px line height

Sub-Heading

22px size / 27px line height

Paragraph

Tempus arcu in posuere. Nunc fringilla, tortor id lacinia sceler isque,assa ero gravida ante, at lobortis mauris purus a turpis.

12px size / 22px line

Buttons & Links

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