



şamaya

Brand Guidelines



2

LOGO

Logo



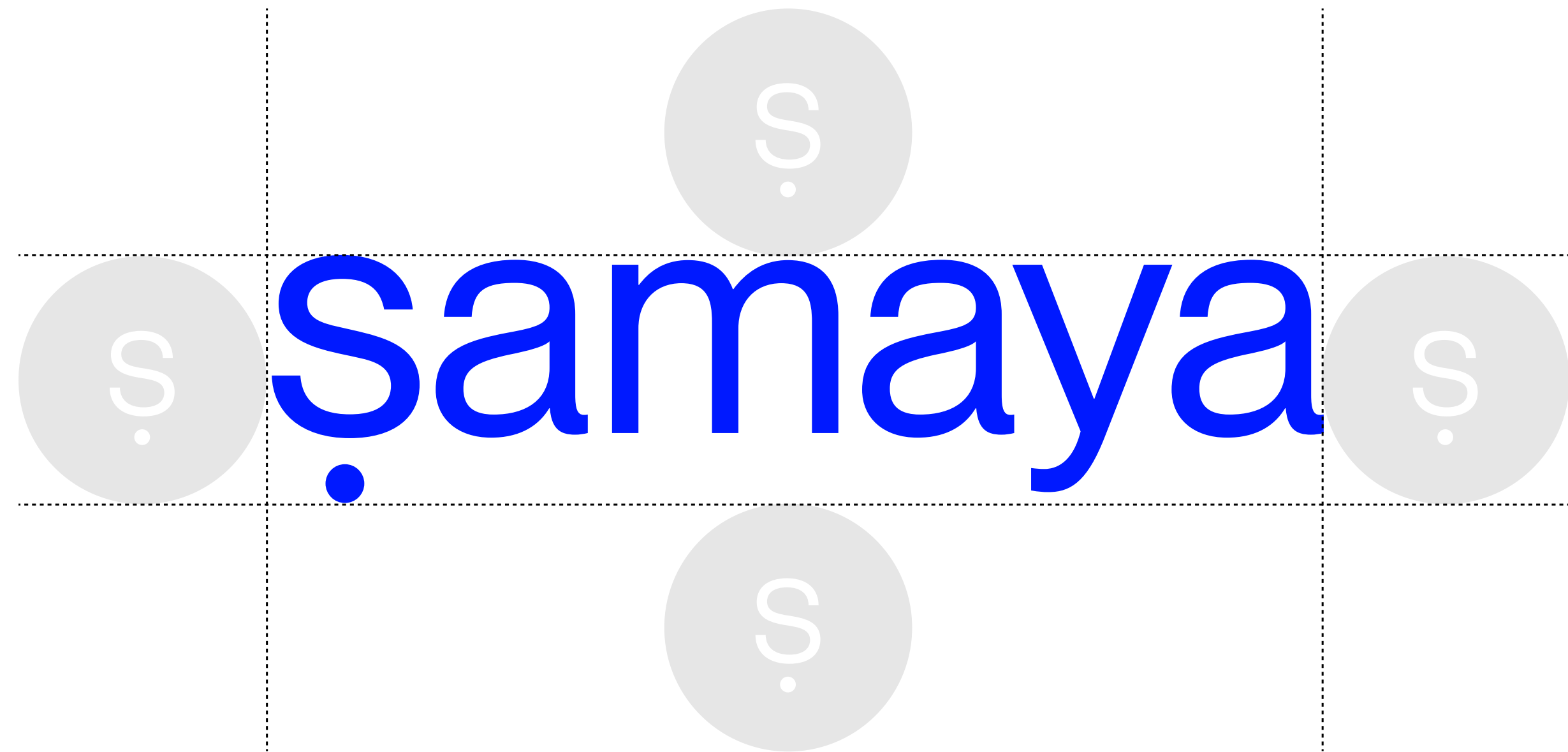
Primary Logo

Our primary logo in #0019FF is the most common usage of our logo. It should be used for external facing applications for immediate brand recognition.

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Primary Logo Whitespace

The height and width of our logomark defines the minimum white space necessary to best represent our logo. Other elements such as text or graphics should not invade the white space area so that our logo has breathing room no matter where it's displayed.





Black and White Logo

Our logo is available in black and white respectively for use cases where black and white versions are necessary.

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Logomark

Our logomark is our symbolic icon that represents our brand in a visual symbol. This should be used in use cases where space is extremely limited e.g. in an avatar or favicon use case. Never use the logomark on its own without our primary logo visible elsewhere in the use case.



Co-branding

Use a co-branding lock up when Samaya and another brand have partnerships. Make the logos visually balanced with a divider line separating the two logos.

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**PARTNER
LOGO**



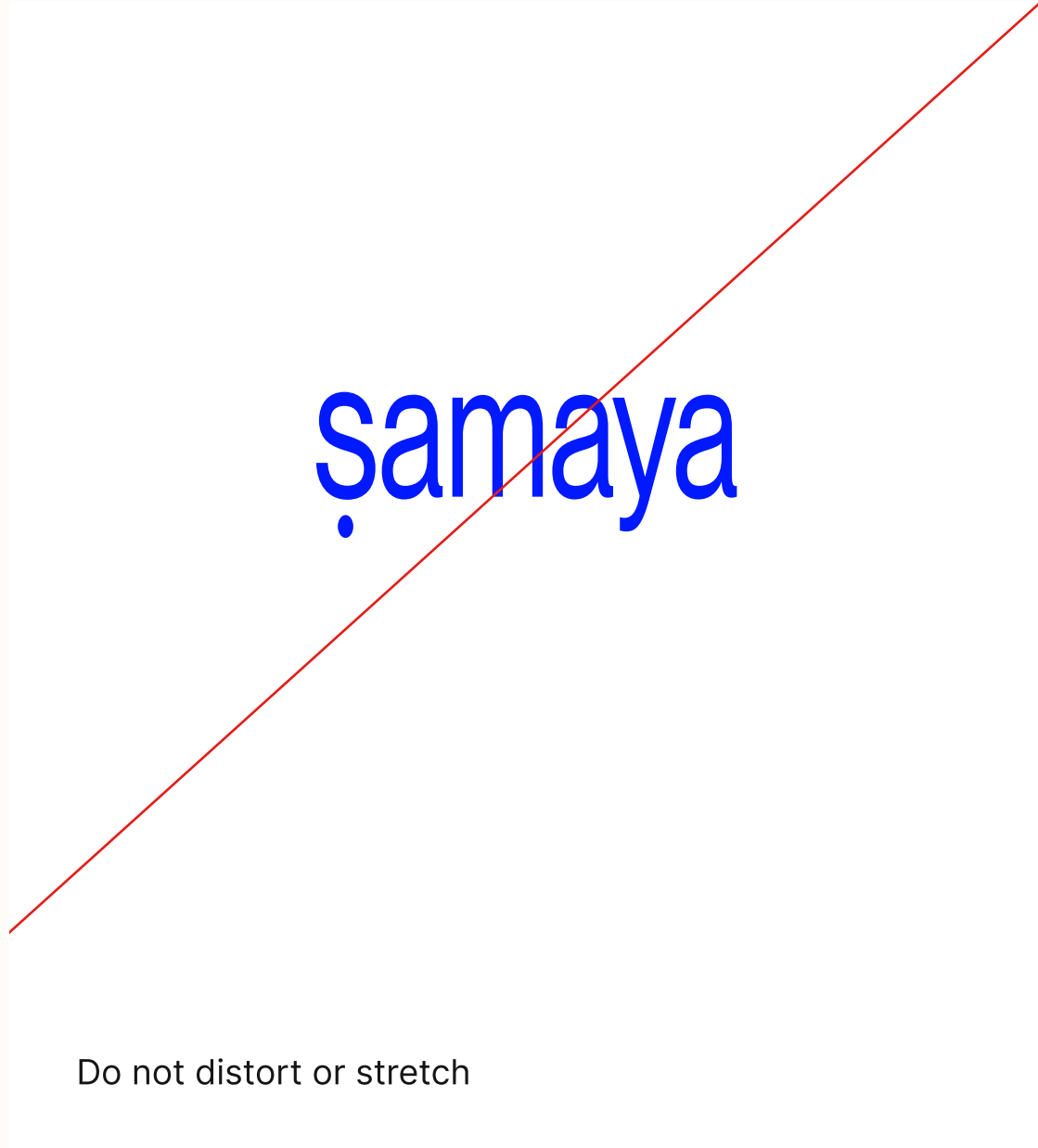
Misuse

Our logo should not be misused. Here are examples of misuses to avoid. Always represent our logo in the best way possible for brand consistency and integrity.



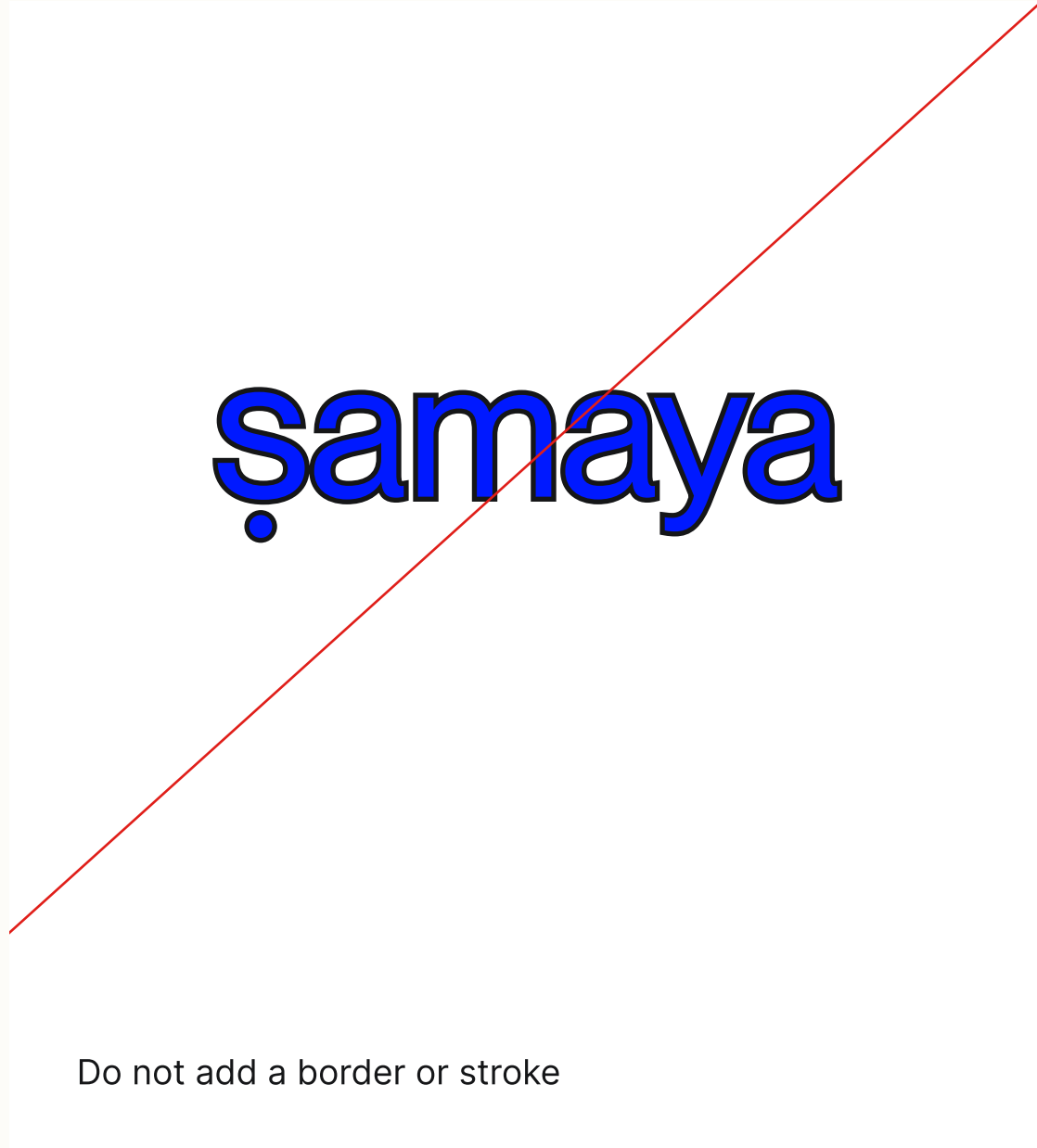
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Do not change the color



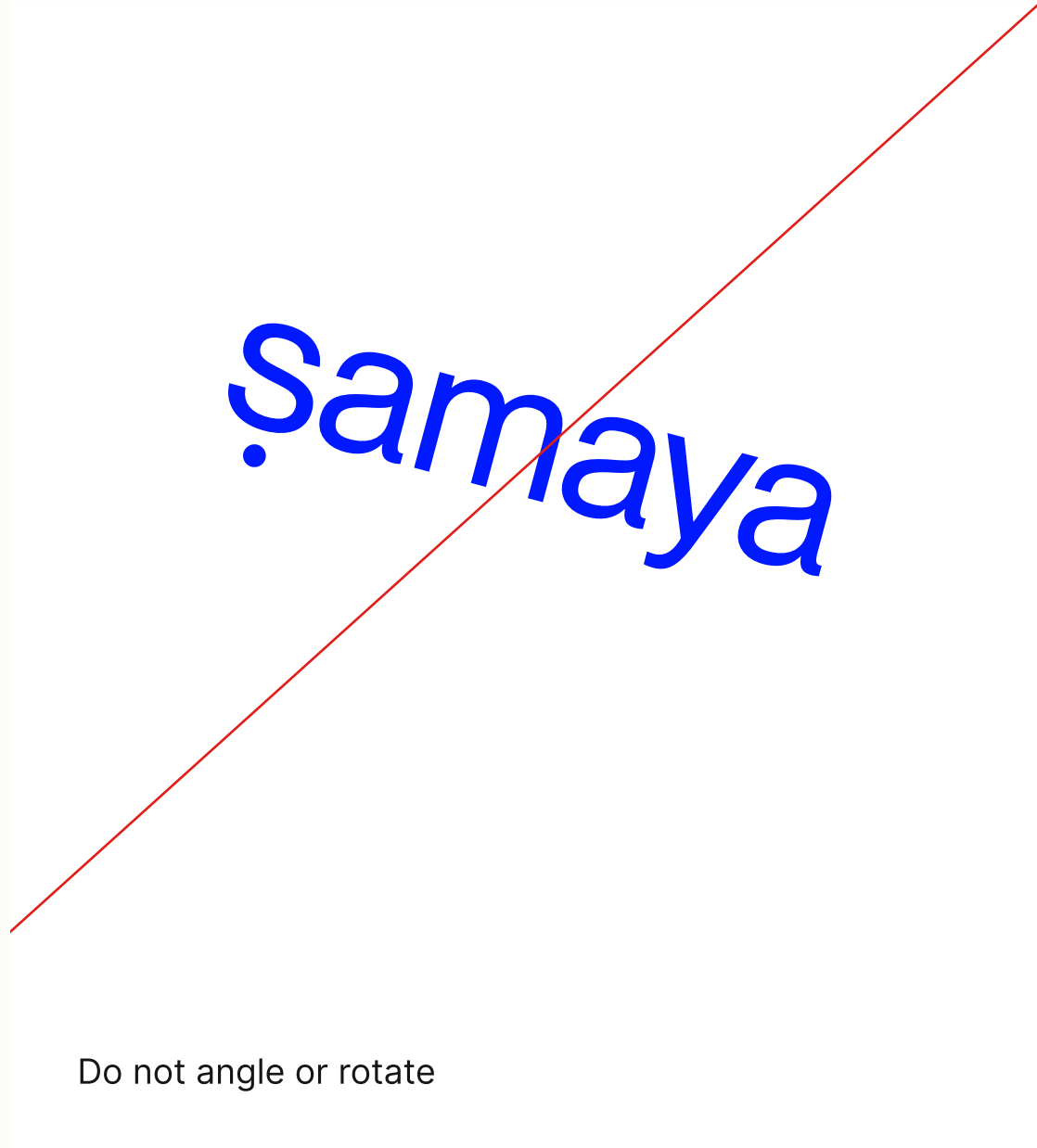
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Do not distort or stretch



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Do not add a border or stroke



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Do not angle or rotate



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Do not add a drop shadow



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Do not remove elements



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COLOR

Color



Colors

Our color palette is simple, intentional, and recognizable. Blue is our primary visual color. Our variety of neutral colors provide balance and legibility.

Blue
HEX: #0019FF
RGB: 0, 25, 255

White
HEX: #FFFFFF
RGB: 255, 255, 255

Black
HEX: #151618
RGB: 21, 22, 24

Gray 0
HEX: #FDFCF8
RGB: 253, 252, 248

Gray 1
HEX: #EEEEEA
RGB: 238, 239, 234

Gray 2
HEX: #D7DDD9
RGB: 215, 221, 217

Gray 3
HEX: #3E4349
RGB: 62, 67, 73

Gray 4
HEX: #2F3339
RGB: 47, 51, 57

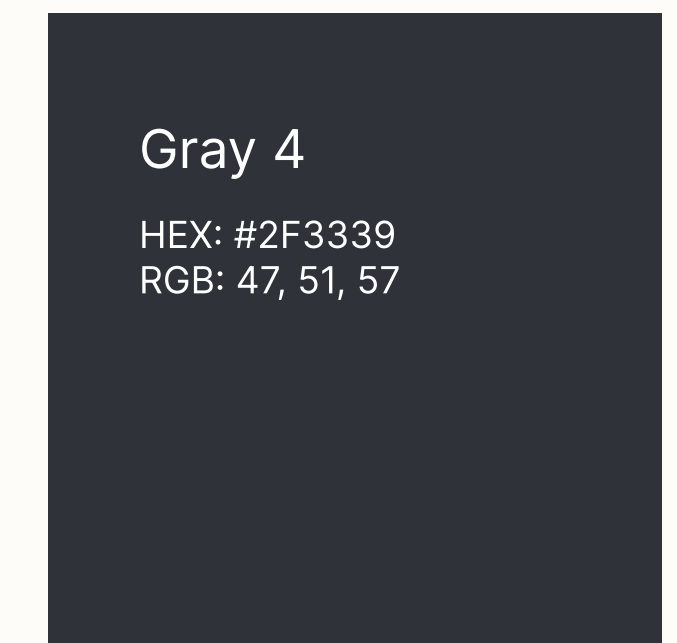
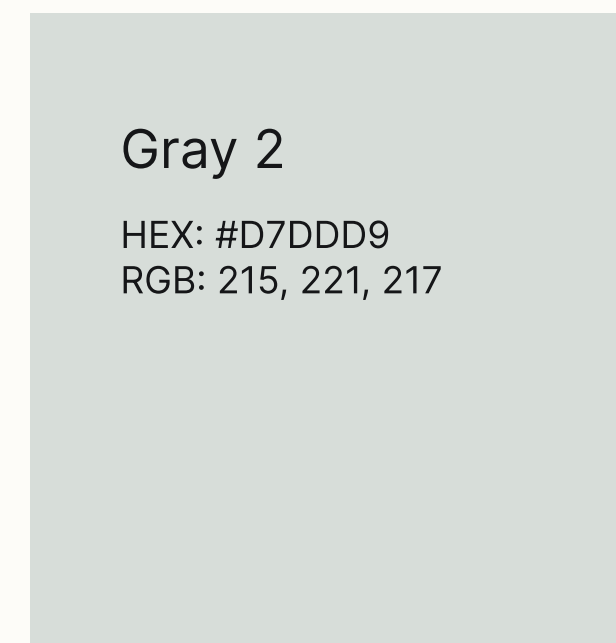
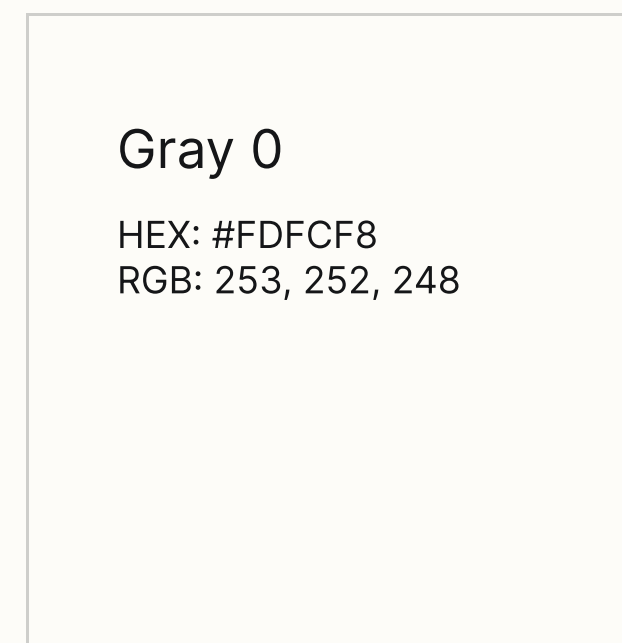
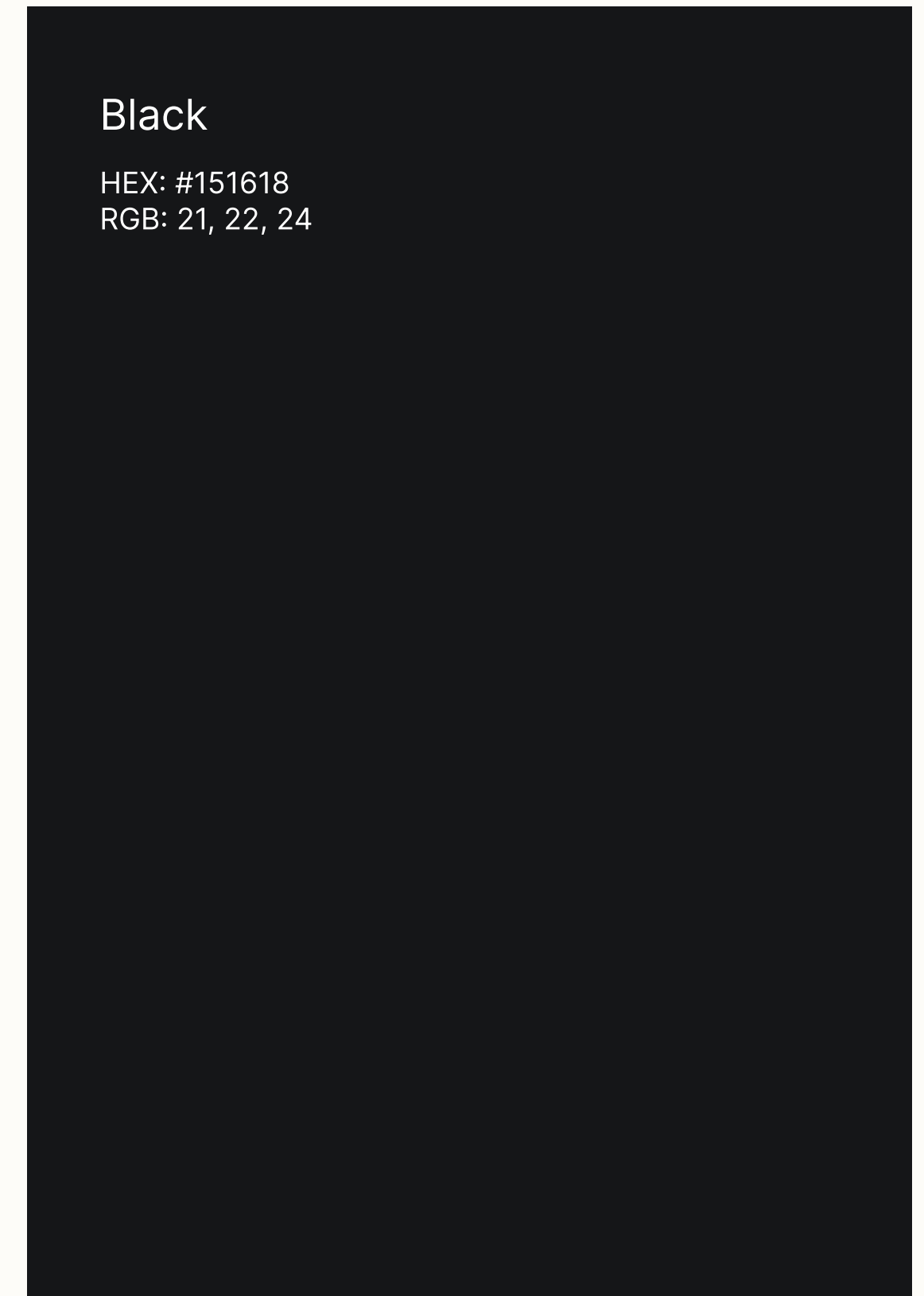
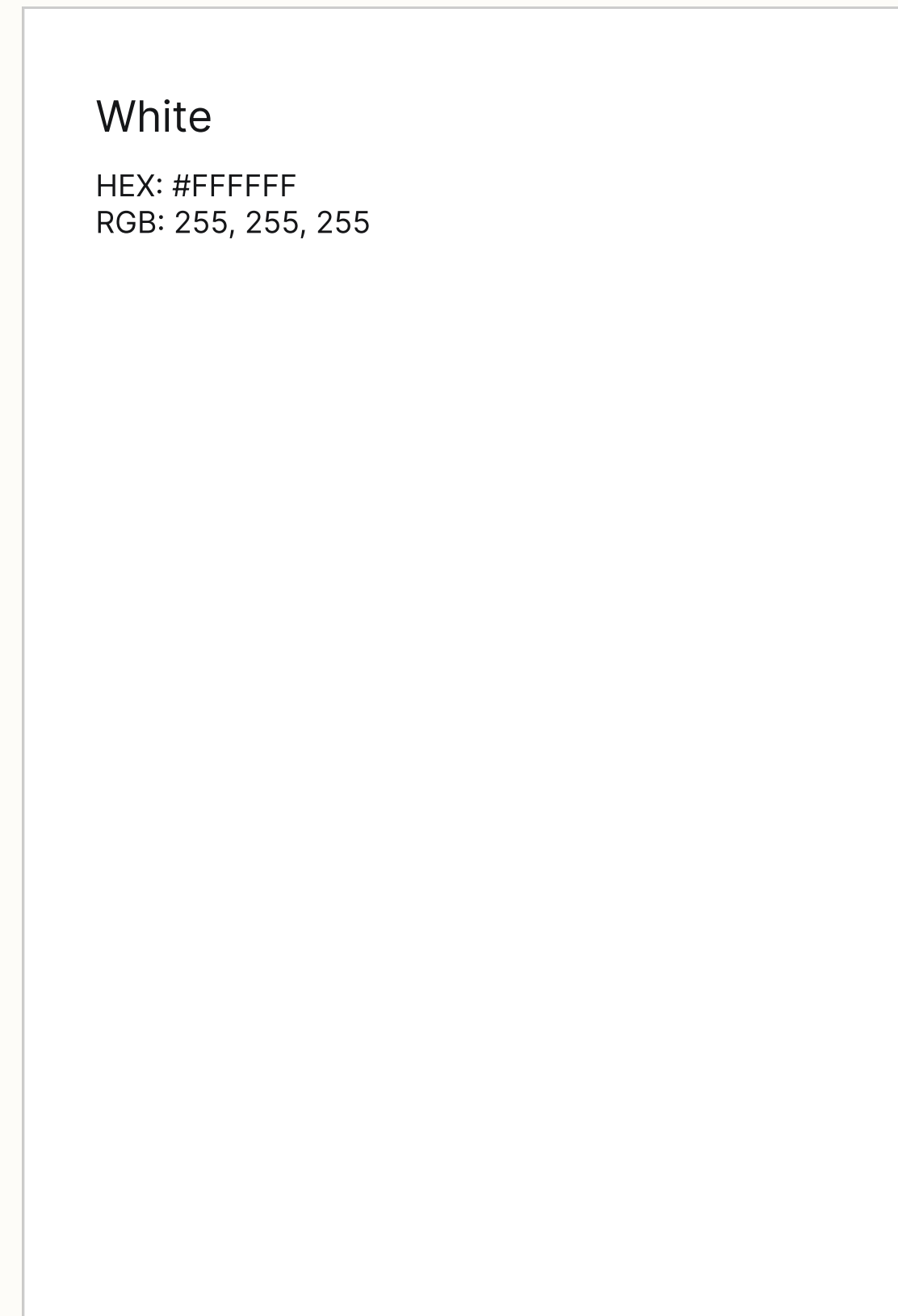
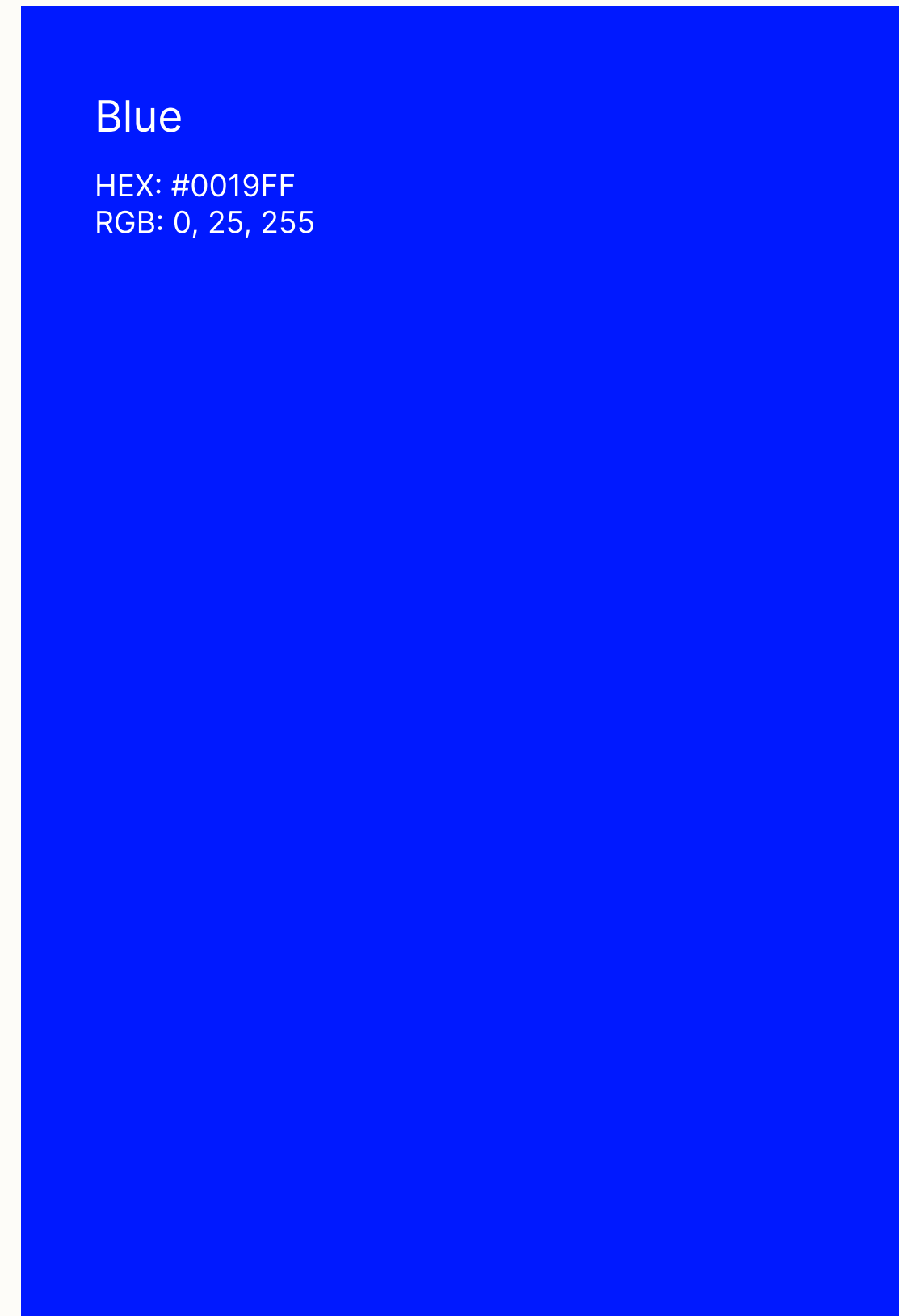
Red HEX: #E01F1A RGB: 224, 31, 26

Green HEX: #299448 RGB: 41, 148, 72



Colors

Our color palette is simple, intentional, and recognizable. Blue is our primary visual color. Our variety of neutral colors provide balance and legibility.





Typography

Inter

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Inter Light

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Inter Medium

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Inter Bold

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Inter Regular

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Inter Semi Bold

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Inter Black

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Headlines

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DISPLAY INTER, LIGHT 112/120%

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H1 INTER, LIGHT 80/120%

Lorem ipsum dolor sit

H2 INTER 56/120% REGULAR

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H3 INTER 40/120% REGULAR

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H4 INTER 32/120% MEDIUM

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H5 INTER 24/120% MEDIUM

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H6 INTER 20/120% MEDIUM

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Body

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BODY LARGE INTER, REGULAR 24/120%

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BODY MAIN INTER, REGULAR 16/120%

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BODY SMALL INTER, REGULAR 12/120%

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EYEBROW INTER, REGULAR 16/120%

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BLOCK QUOTE INTER, LIGHT 48/120%

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Specimen

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Do not use colors that fail accessibility

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Do not use loose line height/leading

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Do not use all caps

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Do not text align justified

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Do not use tight line height/leading

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Do not use unapproved font weights