



Brand Guidelines

V1.0

Colors

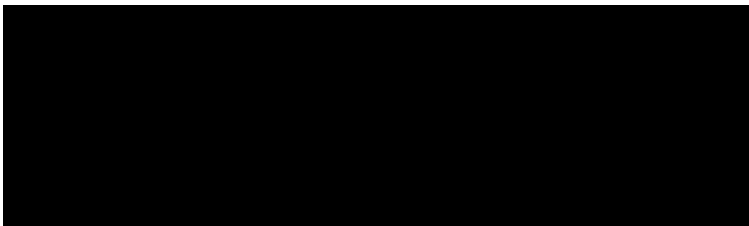
Core Colors

Our primary color is red on black or white backgrounds. Always ensure the correct color codes are used to keep the brand consistent.



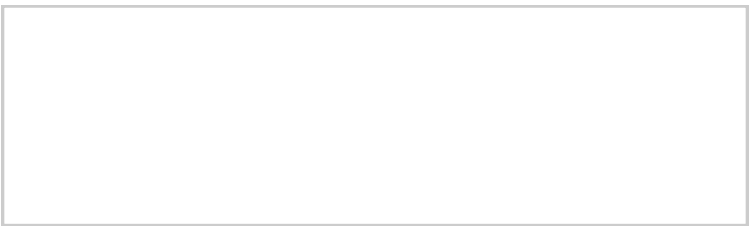
Red
Primary Brand Color

#E61921
R230 G25 B33
C4 M100 Y100 K0



Black
Backgrounds, text

#000000
R0 G0 B0
C60 M40 Y40 K100



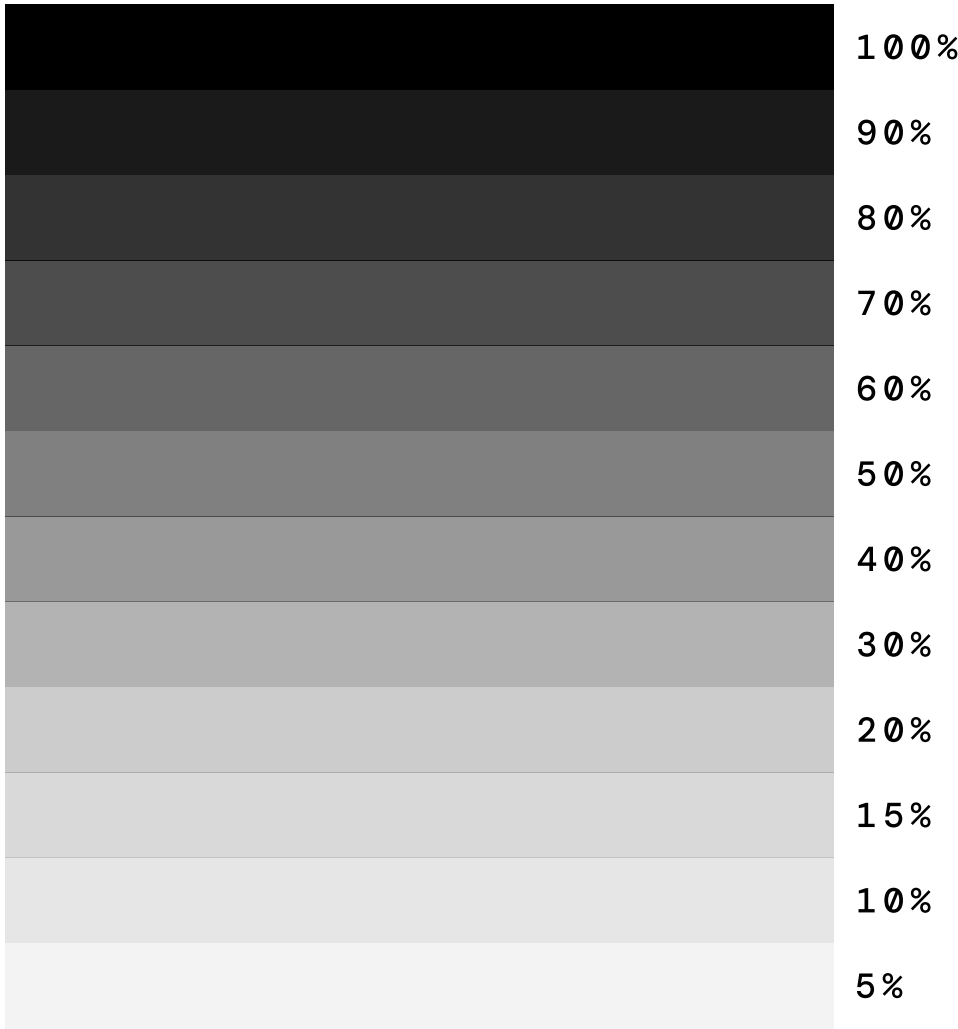
White
Backgrounds, text

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

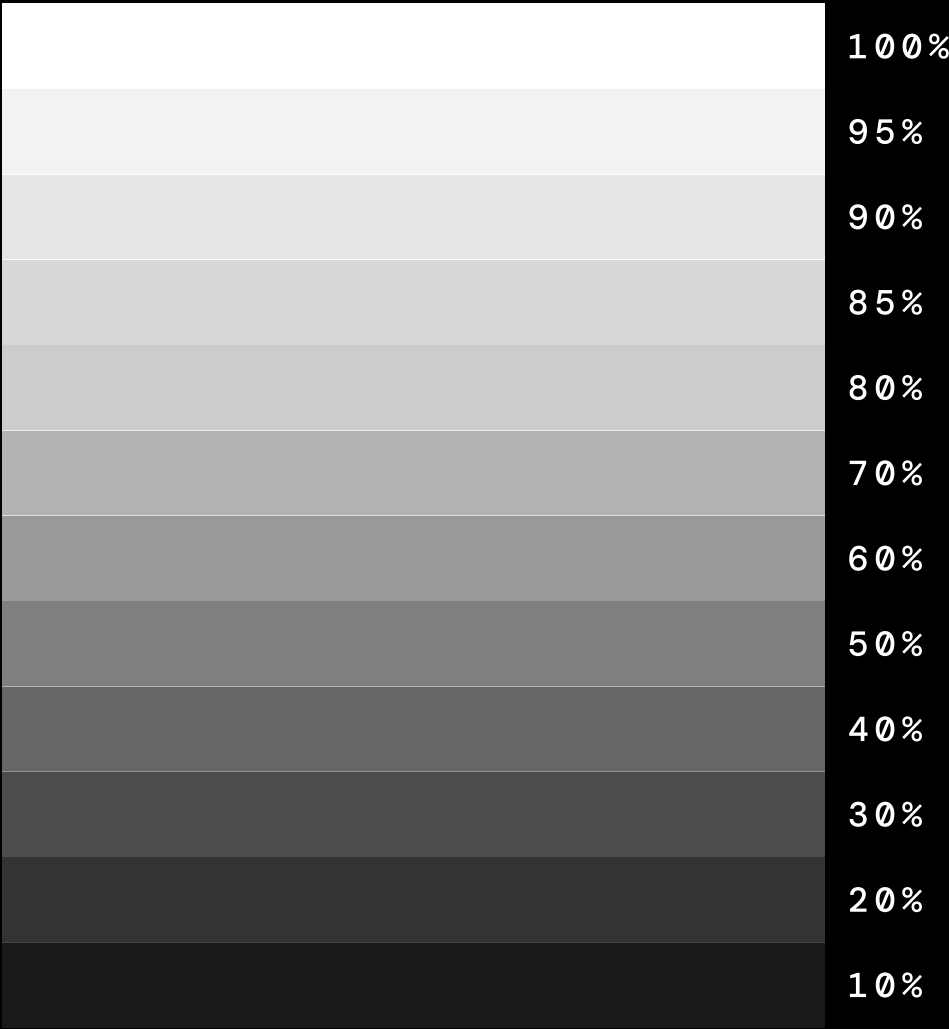
Neutral Opacities

We use a variety of opacities for our neutral black and white colors. Use these preset values when choosing how to use opacities.

Black on light backgrounds



White on Dark Backgrounds



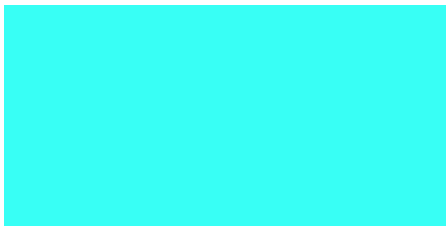
Secondary Accents

Our secondary colors are used sparingly to accent key UI elements and messaging. Always ensure the correct color codes are maintained.



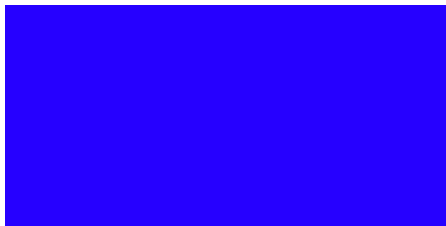
Chartreuse

#D9FF42
R217 G255 B66
C0 M0 Y0 K0



Cyan

#38FFF5
R56 G255 B245
C0 M0 Y0 K0



Blue

#2600FF
R38 G0 B255
C0 M0 Y0 K0



Green

#00FF88
R0 G255 B136
C0 M0 Y0 K0



Magenta

#FF00FB
R255 G0 B251
C0 M0 Y0 K0

Typography

Headlines

Use Archivo font (Variable) with slightly increased width.

<https://fonts.google.com/specimen/Archivo>

Heading/H1

WIDTH: 112
WEIGHT: 550

Heading/H2

WIDTH: 108
WEIGHT: 500

Heading/H3

WIDTH: 108
WEIGHT: 500

Heading/H4

WIDTH: 108
WEIGHT: 500

Body Copy

Use Archivo font with standard width. We use regular, semibold and extrabold weights.

<https://fonts.google.com/specimen/Archivo>

BODY / DEFAULT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / SEMIBOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / EXTRABOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / SM - DEFAULT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / SM - SEMIBOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / SM - EXTRABOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Monospace

Use DM Mono for smaller captions, technical specifications, or simply for a techy brand feel. Always use wide tracking. Should be used sparingly.

<https://fonts.google.com/specimen/DM+Mono>

MONO / DEFAULT

DM MONO 01234567890 !@#\$\$%^&*()

Icons

Scaling

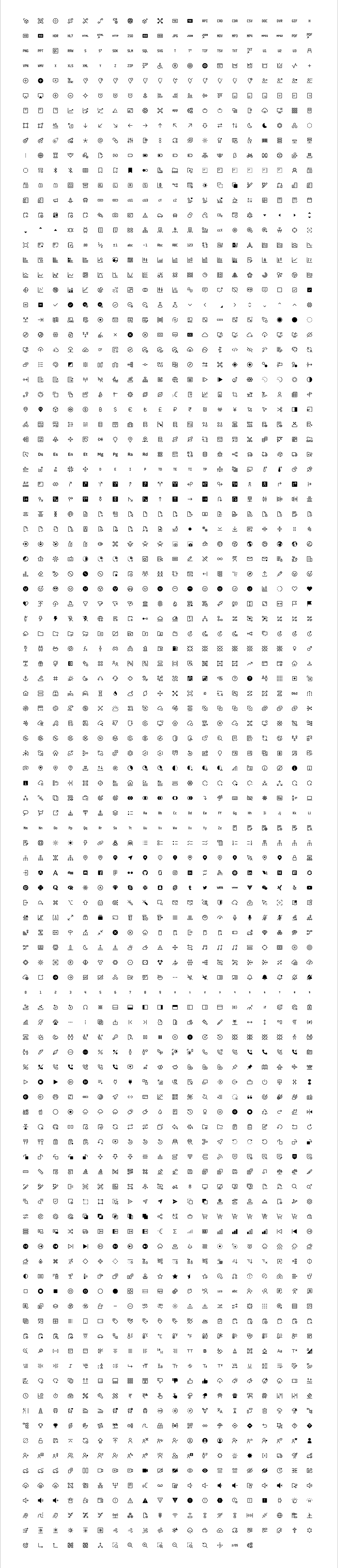
Refer to these standard scaling options for iconography for consistency.

24px and under typically used for UI elements, and 32px and larger for decorative features.



Icon Set

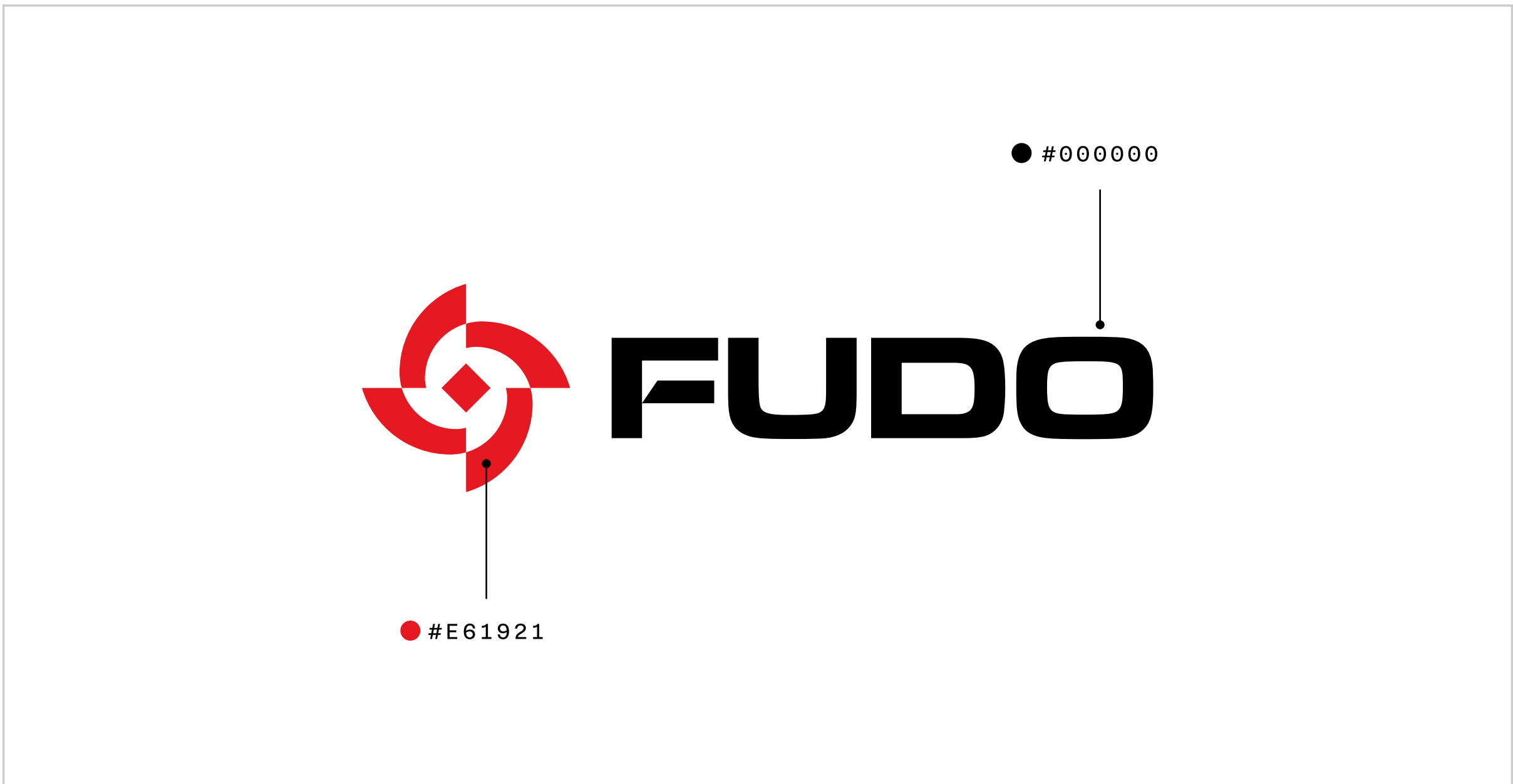
Refer to the following icon set for all UI and marketing needs.



Logo

Standard Lockup

Primary use of logo.



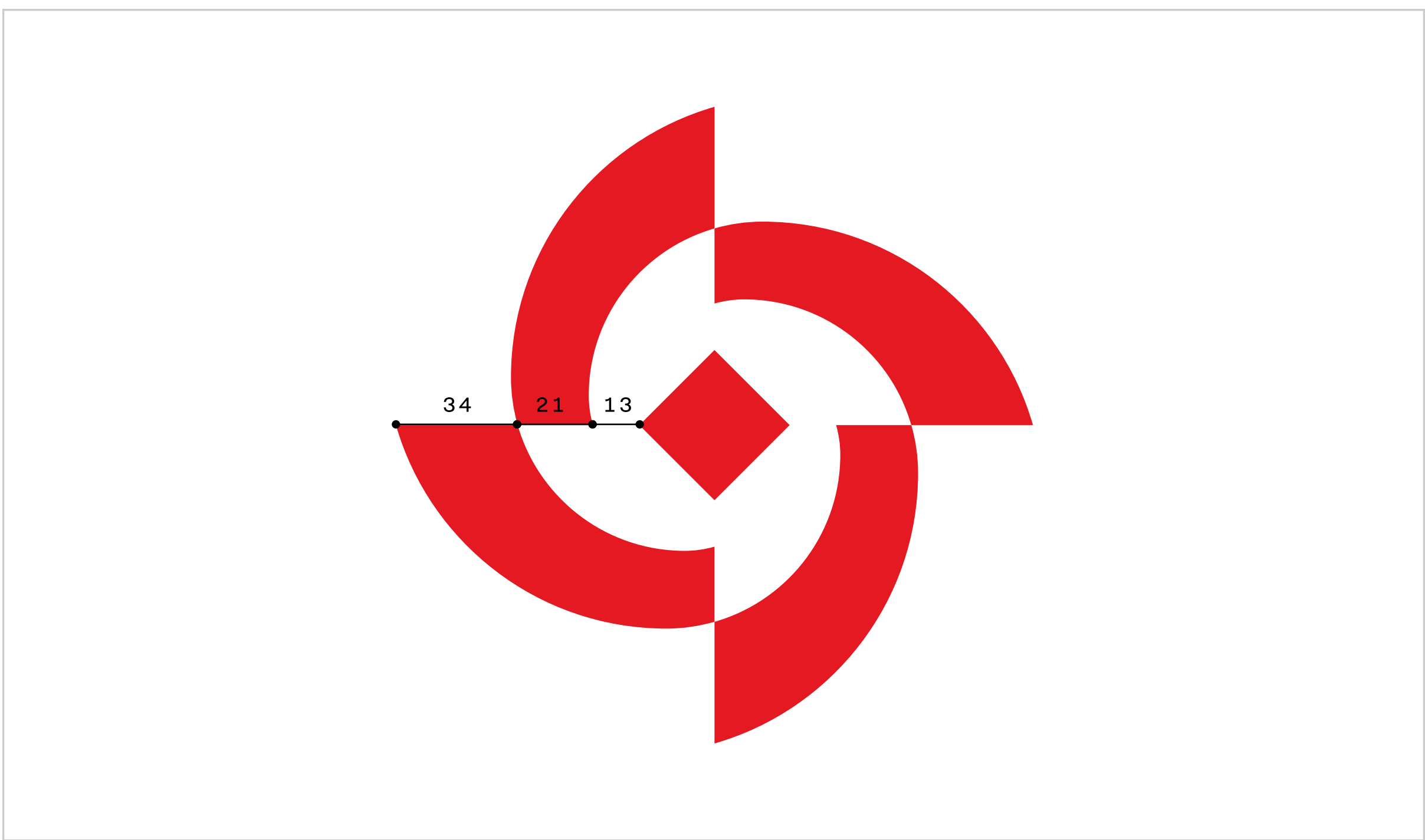
Vertical Lockup

Alternate use of logo.



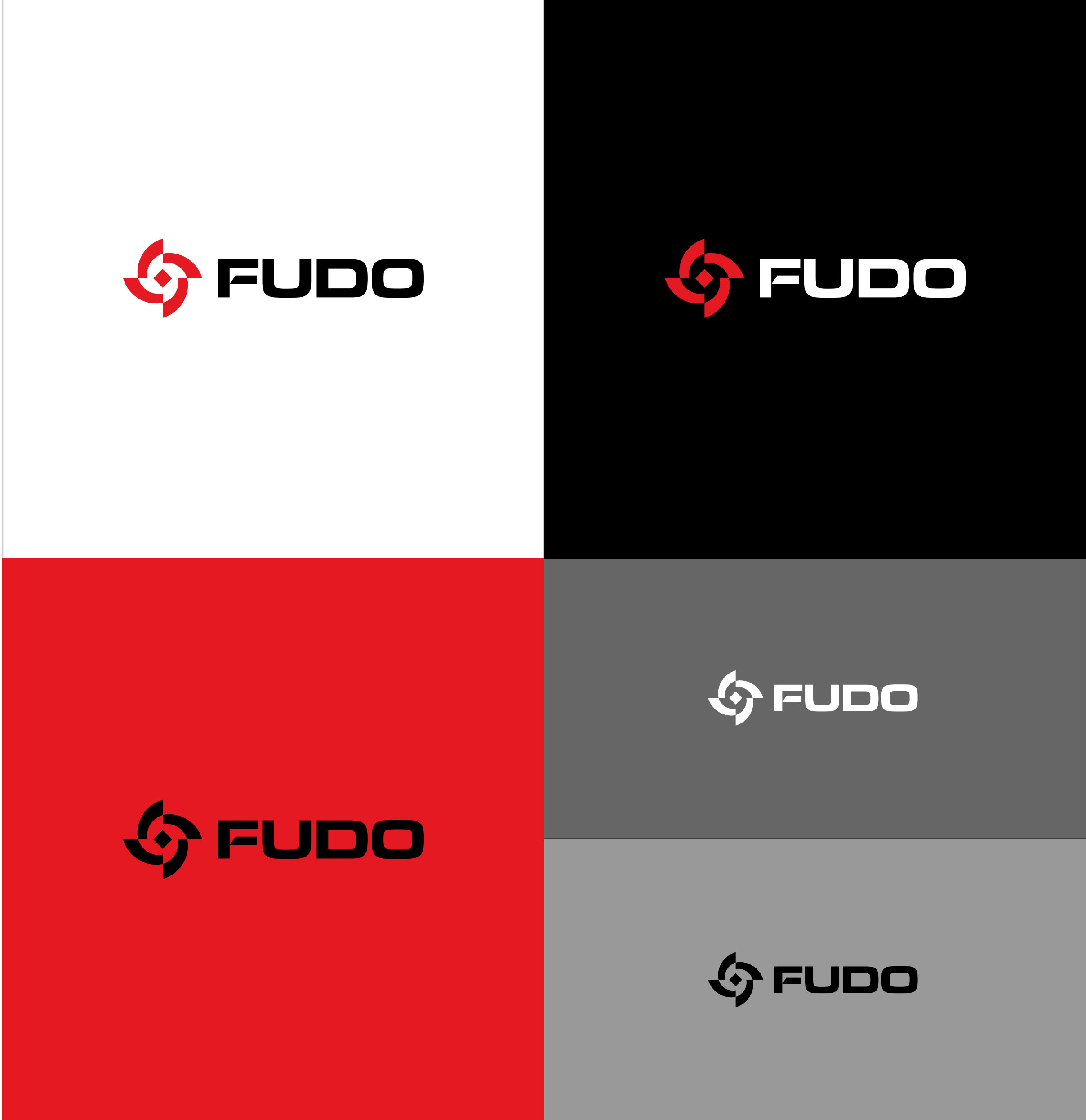
Mark

Use only when the logo is already used elsewhere in the same media.



Color Use

Refer to the following examples of color use for different backgrounds. Always ensure good contrast.



Clearspace

Don't crowd the logo. Refer to examples on how much space to give the logo to "breathe".

