

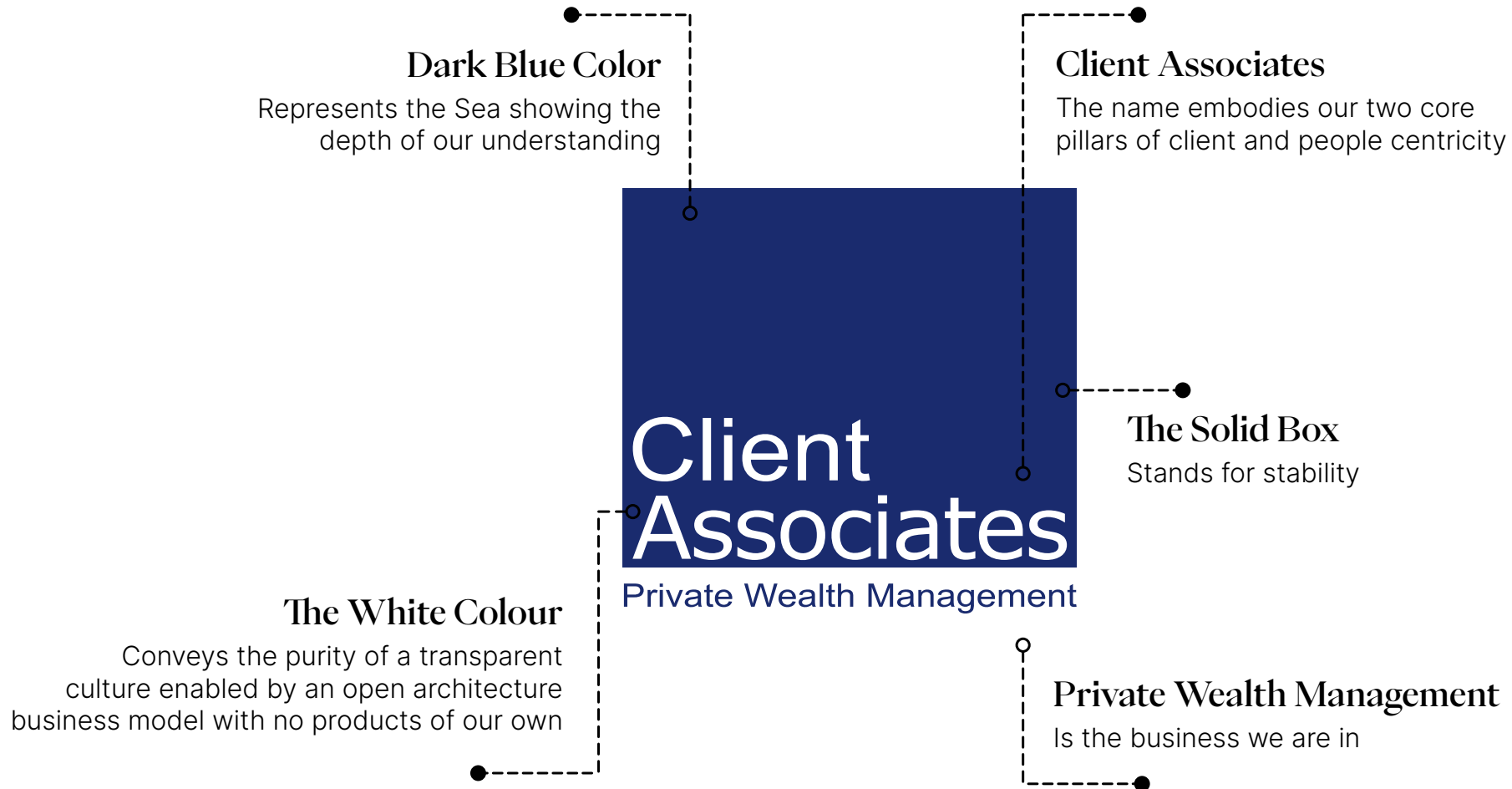
Brand Guidelines.

Client Associates - 2023



The Logo

Please ensure you use this version.



Spacing & Stance



- Please leave sufficient spacing around the logo.
- Do not alter or rotate the logo
- Do not alter the aspect ratio of the logo

Colors

Primary Usage



ATLANTIC NAVY

HEX
#1A2B6E

RGB
26, 43, 110

TEXT COLOR
#FFFFFF

Dark Backgrounds



WHITE

HEX
#FFFFFF

RGB
255, 255, 255

TEXT COLOR
#1A2B6E

Do's and Dont's

Do not rotate ❌



Do not change colors ❌



Do not add logo over non-contrasting colors ❌



Do not stretch ❌



Do not add dark overlays ❌



Do not add shadows ❌



Inter is our Primary Typeface

Inter.

Can be used for all purposes such as titles, sentences, phrases, paragraphs across all print and digital platforms such as Website, Social Media, Videos, etc.

Bold
Regular
Light

Aa Bb

PP Eiko is our Secondary Typeface

PP Eiko

To be used for titles or headings across all print and digital platforms such as Website, Social Media, Videos, etc.

Medium

Aa Bb

Space Blue

Hex #191D3B

RGB 25, 29, 59

Atlantic Navy

Hex #192B6D

RGB 25, 43, 109

Cobalt Blue

Hex #084896

RGB 8, 72, 150

Flamboyant Teal

Hex #13A28F

RGB 19, 162, 143

Umbra

Hex ##1F1F1F

RGB 31, 31, 31

Cold Grey

Hex #9F9F9F

RGB 159, 159, 159

Mild Grey

Hex #D9D9D9

RGB 217, 217, 217



These brand guidelines serve as our compass for achieving a consistent and impactful brand identity. By embracing and adhering to the principles and standards outlined here, we can create a cohesive brand experience that fosters trust, recognition, and loyalty. Let's uphold these guidelines, embody our values, and cultivate a strong and enduring brand that resonates with our audience. Together, we can propel our organization towards continued success.

For more details reach out to garima@clientassociates.com