

Usage

OK I'M READY

Minimum print size 25mm

OK I'M READY

Minimum digital size 100px

Primary Color Palette



PMS 513 C
C48 M94 Y5 K0
R147 G50 B142
#93328E



PMS 2627 C
C84 M100 Y31 K34
R60 G16 B83
#3C1053

Identity Color Variations

OK I'M READY

Identity mono

OK I'M READY

Identity full-color

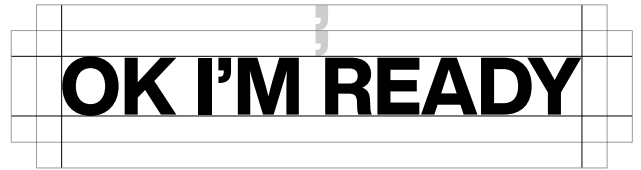


Identity mono reverse

Identity

Identity mono

OK I'M READY



Identity minimum space

The identity must always have a clear space surrounding it, which can be calculated by doubling the height of the apostrophe, as shown above. This will allow the logo proper spacing when surrounded by other elements.

Secondary Color Palette



PMS 7664 C
C71 M95 Y20 K6
R101 G51 B121
#653379



PMS 191 C
C0 M89 Y38 K0
R239 G66 B111
#EF426F



PMS 280 C
C100 M93 Y27 K24
R1 G33 B105
#012169



PMS 2386 C
C84 M61 Y0 K0
R45 G104 B196
#2D68C4



PMS 157 C
C3 M43 Y76 K0
R236 G161 B84
#ECA154

Typography

Helvetica Now Display
XBold

Primary headline style.

Helvetica Now Display
Regular

Secondary headline style.

Helvetica Now Display
Regular

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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.