



BRAND STYLE GUIDE


## LOGO SPACING

Our primary logo is a lockup of our mark and logotype. To ensure the logo stand on its own, please leave worth of space for the logo to breathe.



## Corporate Color Palette

The corporate color palette consists of three colors: Astronaut, Purple Heart, & Heliotrope. Astronaut, Purple Heart, & Heliotrope are the core of our Brand Identity and should appear whenever possible for members to immediately identify our brand.



Astronaut	HEX <b>#274B74</b>
	RGB <b>39-75-116</b>
	CMYK <b>93-73-31-15</b>



Purple Heart	HEX <b>#8233C5</b>
	RGB <b>130-51-197</b>
	CMYK <b>63-84-0-0</b>



Heliotrope	HEX <b>#E963FD</b>
	RGB <b>233-99-253</b>
	CMYK <b>27-65-0-0</b>

## Extended accent palette

The extended accent palette is a comprehensive set of colors chosen primarily to offer flexibility in data visualization. These colors should be used sparingly, with corporate and accent colors dominating the design.



**Montserrat Bold**  
48pt

**MAKE THIS HEADLINE  
STAND OUT**

**Montserrat Light**  
28pt

**FOR ALL SUBTITLES THIS IS THE BEST WAY  
TO USE IT**

**Roboto Regular**  
14pt

This format is set for paragraph titles or  
highlighted information

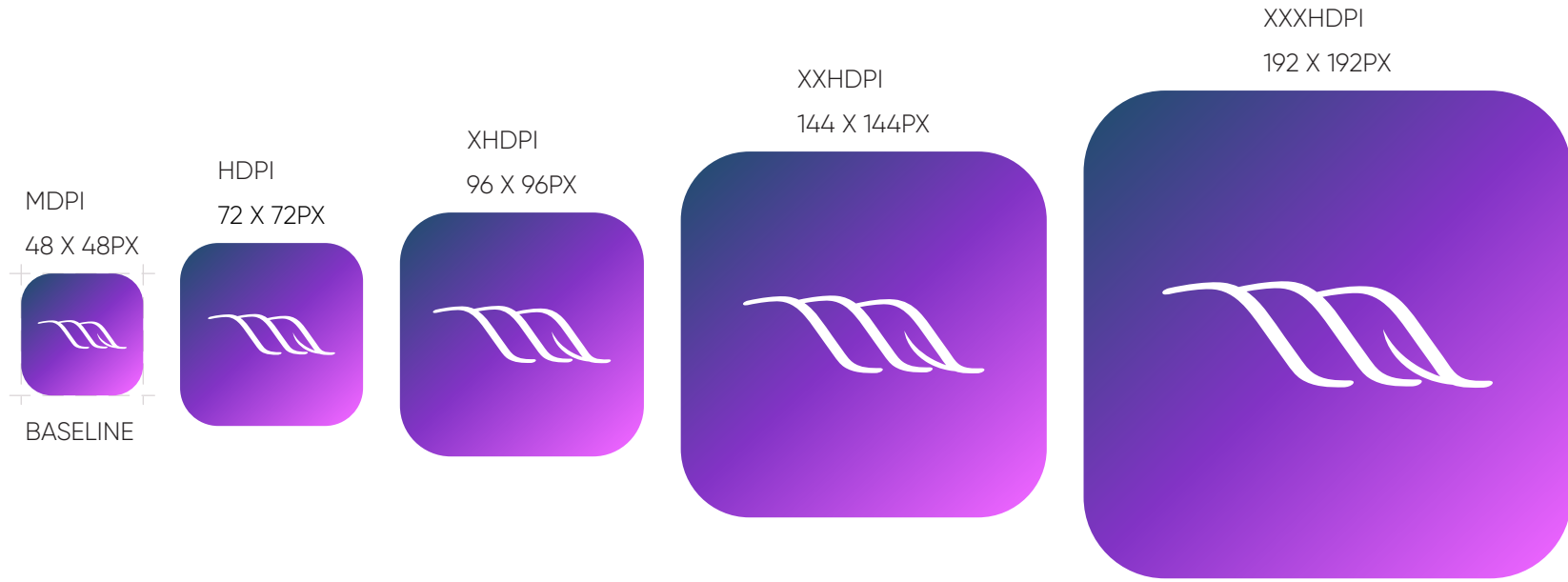
**Roboto Light**  
14pt

This is the format for all text as a main  
typography choice

**Aa Aa**

**Montserrat**

Roboto



Iconography allows us to represent ideas & convey information with clarity and impact.

When creating icons, Please use the recommended sizes.

Scale Proportionally



Scale Proportionally



Scale Proportionally



## Correct Usage

Our logo must be used with contrast, it must be visible across every platform. Make sure it is optically balanced & correct.

Logo & Wordmark (Colorised)



Logo & Wordmark (Black)



Inverted Logo & Wordmark



Monochrome Logo & Wordmark



# Incorrect Usage

The use of the logo must remain constant. When used, it must be done thoughtfully.



Do not apply multicolors



No contrast, use white version



Do not apply dropshadow/effects



Do not outline/stylize



Do not use complex backgrounds without sufficient contrast



Do not resize/distort elements







 MILEMONT



THANK YOU