

Primary Logo

Gray Logotype

Use on light backgrounds for optimal contrast and readability.

White Logotype

Use on dark or colored backgrounds for maximum visibility.

Clear Space

Always maintain a minimum clear space of **X** around the logo to ensure visibility and recognition.

X = Height of the logo

Minimum Size

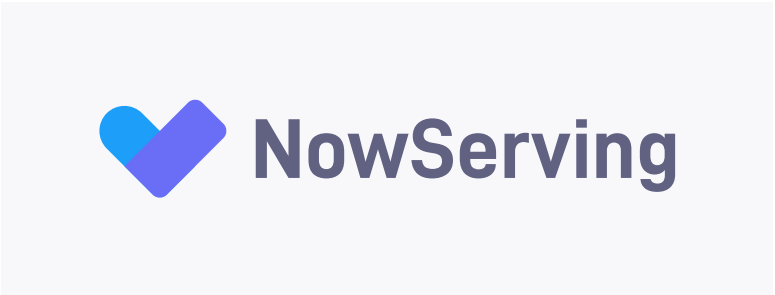
To maintain legibility, never reproduce the logo smaller than:

100 px wide for digital use

26 mm wide for print



Primary Gray Logotype



Primary White Logotype



Clear Space



Secondary Logo

Gray Logotype

Use on light backgrounds for optimal contrast and readability.

White Logotype

Use on dark or colored backgrounds for maximum visibility.

Clear Space

Always maintain a minimum clear space of **X/2** around the logo to ensure visibility and recognition.

X = Height of the logo

Minimum Size

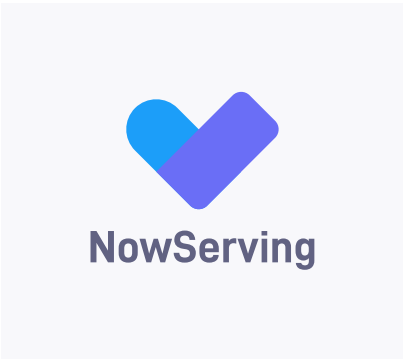
To maintain legibility, never reproduce the logo smaller than:

60 px wide for digital use

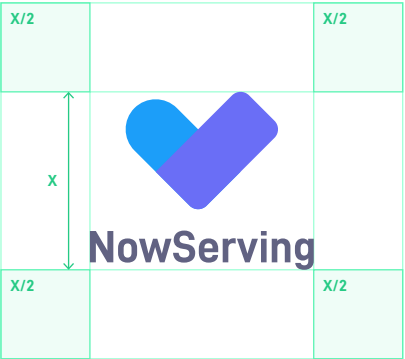
16 mm wide for print



Secondary Gray Logotype



Clear Space



Secondary White Logotype



Monochromatic Logo

Use when full color is not available or when a single-color application is required.

Clear Space

Primary Logo

Maintain a minimum clear space of X around the logo.

Secondary Logo

Maintain a minimum clear space of X/2 around the logo.

X = Height of the logo

Minimum Size

Primary Logo

100 px wide for digital use

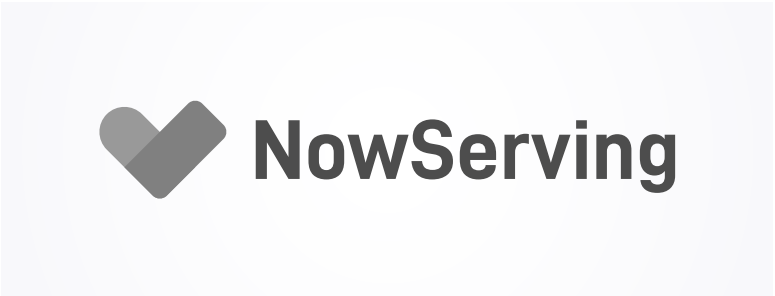
26 mm wide for print

Secondary Logo

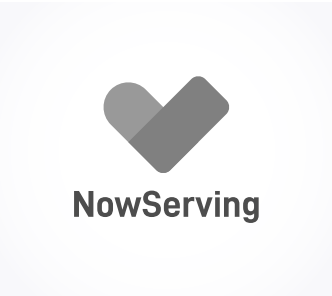
60 px wide for digital use

16 mm wide for print

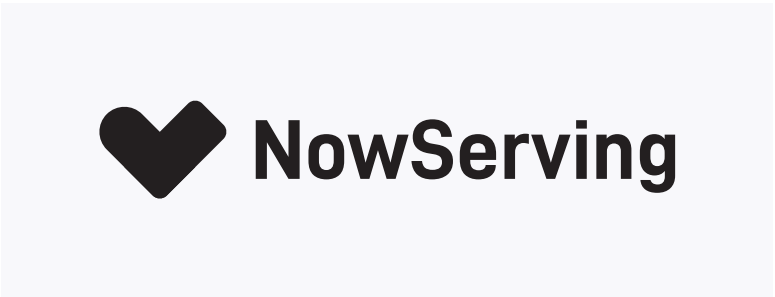
Primary Grayscale Logo



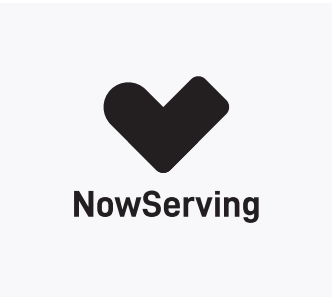
Secondary Grayscale Logo



Primary Black Logo



Secondary Black Logo



Primary White Logo



Secondary White Logo



Partner Logos

Primary Logo

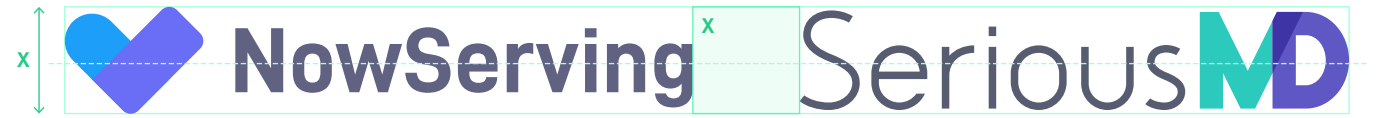
Use the Primary Logo when displayed alongside longer or wider partner logos. Maintain equal visual weight and a minimum spacing of **X** between logos.

Secondary Logo

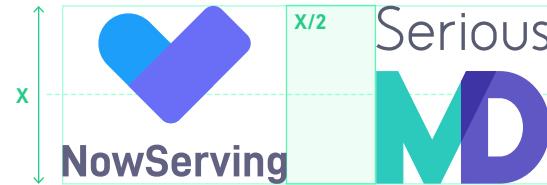
Use the Secondary Logo when displayed alongside icon or symbol based partner logos. Maintain equal visual weight and a minimum spacing of **X/2** between logos.

X = Height of the logo

Relationship with wider logos



Relationship with icon/symbol based logos



Logo Don'ts

Do not alter, distort, or misuse the logo. Always use the approved logo files and follow the brand guidelines.



NowServing

Do not separate the icon from the word mark.



Do not place the logo on low-contrast or busy backgrounds.



Do not change the colors of the logo.



Do not rotate, stretch or distort the logo.



Do not add effects, outlines, or shadows.



Maintain proper spacing, alignment, and visual balance between logos.

Usage on Photography



Always place the logo on clear and simple backgrounds.



Always place the logo on backgrounds with sufficient contrast to ensure legibility.

Core Color Palette

Brand Color

#1C9EF9
R28 G158 B249
C68.51 M29.64 Y0 K0

#6A6EF6
R106 G110 B246
C67.7 M61.82 Y0 K0

#616282
R97 G98 B130
C68.21 M62.02 Y30.3 K8.91

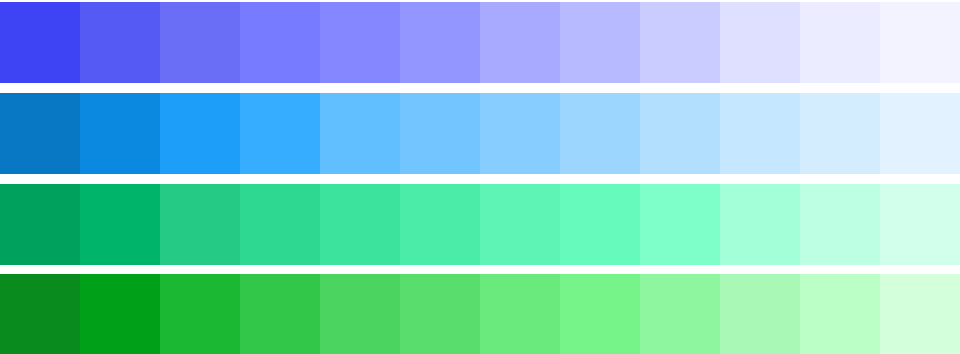
#262637
R38 G38 B55
C81.31 M76.36 Y51.09 K57.97

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Neutral Colors



Cool Colors



Warm Colors

