

claroultra⁷

Brand Guidelines

Colors

Grey #414042 C: 0 M: 0 Y: 0 K: 90 R: 65 G: 64 B: 66	Black #000000 C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0
Yellow #D7D924 C: 20 M: 3 Y: 100 K: 0 R: 215 G: 217 B: 36	White #FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255

Fonts

Proxima Nova

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logos



Full Color

To be used whenever possible



Dark

To be used least often when other two logos are unable to be used



White

To be used when on a dark background, or when the background would clash with the orange/black of the full color logo