

clarusclassroom⁷

Brand Guidelines

Colors

Orange #F09F23 C:4 M:43 Y:98 K:0 R:240 G:159 B: 35	Light Blue #2AABCE C:71 M:13 Y:13 K:0 R:42 G:171 B: 206	Dark Blue #0A516E C:4 M:43 Y:98 K:0 R:10 G:81 B: 110	Warm Fade #F09F23 #BB3271 #6F4A8D
Magenta #BB3271 C:25 M:95 Y:31 K:2 R:187 G:50 B: 113	Purple #6F4A8D C:68 M:84 Y:13 K:1 R:111 G:74 B: 141	Gray #4D4D4F C:0 M:0 Y:0 K:85 R:77 G:77 B: 79	Cool Fade #2AABCE #0A516E

Fonts

Proxima Nova

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Logos

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Full Color

To be used whenever possible

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Dark

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

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White

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