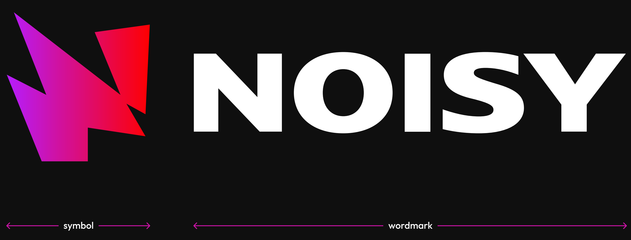
Design by Ralev.com

LOGO SYSTEM / **PRIMARY LOGO**



This is the default version and should be used whenever possible.

COLOR SYSTEM / **PRIMARY COLORS & ROLES**

Signal Violet
RGB 182 29 255
HEX B61DFF
CMYK 68 76 0 0
PMS 2665 C

Violet → attracts attention

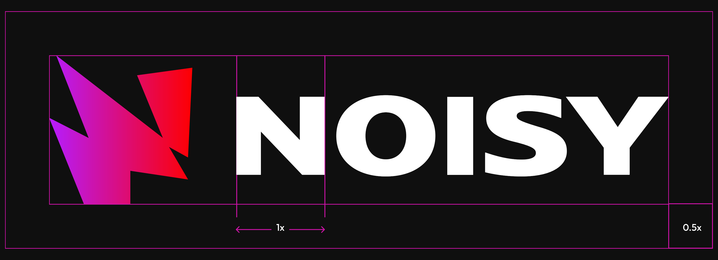
Pulse Magenta
RGB 206 19 168
HEX CE13A8
CMYK 0 92 18 0
PMS 213 C

Magenta → carries energy

Impact Red
RGB 255 0 0
HEX FF0000
CMYK 0 100 100 0
Pantone Red C

Red → delivers action

LOGO SYSTEM / **MINIMUM CLEAR SPACE**



Clear space is defined as 0.5×, where 1× equals the width of the ‘N’.
A minimum clear space of 0.5× must be maintained.

LOGO SYSTEM / **VARIANTS**



← Full Color
Primary usage



Monochrome →
Limited use (print, low contrast cases)



