

Preliminarily Brand Guidelines
Designer: Jay Ginsherman



datafor**good**

Logo Details

Official Typefaces

Colour Palette

Colour Palette in Action

Logo Restrictions

datafor**good**

datafor**good**

datafor**good**

datafor**good**

Logo Sizes

Preferred Size

datafor**good**

2 inches wide

Minimal Size

datafor**good**

1 inch wide

Buffer Space



Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For Headings and Subheadings

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For Body Text

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For Text in Blogs

Brand Colours

C51 M02 Y95 K00 R138 G193 B71 #8AC147

C60 M51 Y51 K20 R102 G103 B102 #656666

Accent Colour Pallet palette

C0 M59 Y59 K0 R245 G134 B103 #F48567

C 27 M05 Y00 K00 R180 G217 B243 #B4D8F2

C33 M50 Y01 K00 R172 G136 B188 #AC88BB

Secondary Colour Pallet palette

C100 M100 Y100 K100 R0 B0 G0 #231F20

C86 M81 Y00 K00 R68 G77 B161 #434DA0

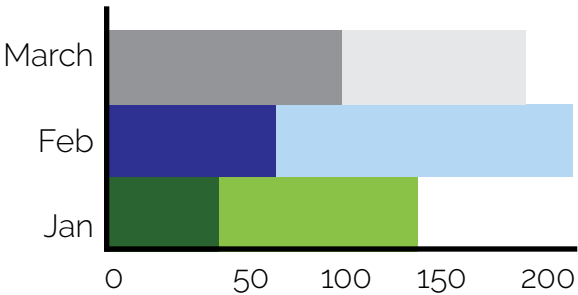
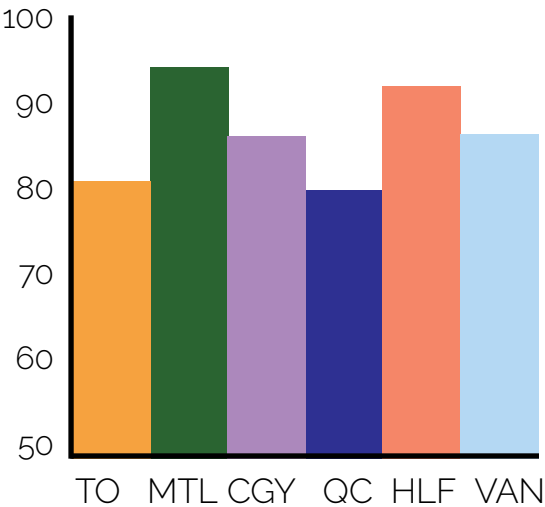
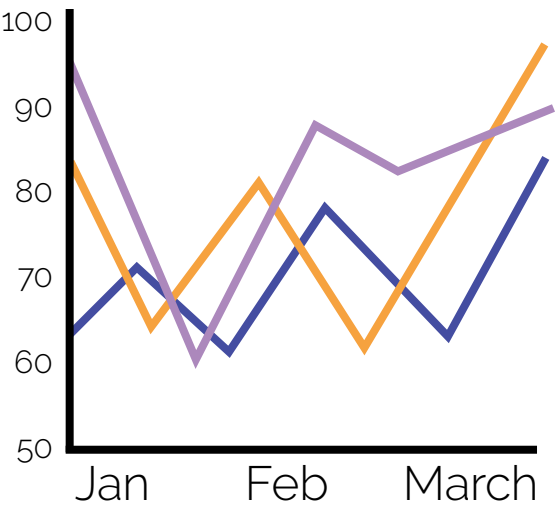
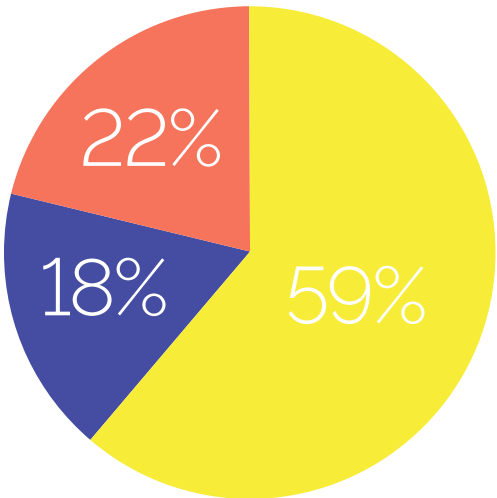
C83 M36 Y100 K00 R42 G100 B50 #25621E

C6 M0 Y89 K00 R247 G236 B55 #F6EC36

C1 M42 Y85 K00 R246 G162 B64 #F6A13F

C00 M00 Y90 K10 R230 G231 B232 #e6e7e8

Logo Details
Official Typefaces,
Colour Palette,
Colour Palette in Action
Logo Restrictions



Logo Details
Official Typefaces
Colour Palette
Colour Palette in Action
Logo Restrictions

Do not Stretch



Do Not Rotate



Do not Change Colour



Do Not lay over photo



Do not Change Font



Do Not lay over unauthorized colour

