



BRAND GUIDELINES

PRIMARY



ALTERNATES



BACKGROUND



USAGE GUIDES



EXCLUSION AREA

Always allow a minimum space around the logo.

PLEASE DO NOT (WE THANK YOU!)

Do not compress, stretch, crop, or otherwise manipulate the logo.



The following are examples of how the logo should not be used.



The logo color should not be changed or texturized.

COLORS



Teal
RGB: 0 93 131
CMYK: 95 61 29 10
PMS: 314 C
HEX: #005D83



Yellow
RGB: 248 160 27
CMYK: 0 43 99 0
PMS: 130 C
HEX: #F8A01B



Black
CMYK: 0 0 0 0
HEX: #000000
RGB: 0 0 0
PMS: Black

FONTS

APTLY

(primary brand font)

Aptly Light

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Aptly Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Aptly Medium

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Aptly Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Rocka & Billy

Roboto Regular

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.

Roboto

(responsive web font only)

Roboto Regular

Semiotics aesthetic freegan pour-over jianbing
Artisan blog retro neutra.