



architecture

VISUAL IDENTITY GUIDELINES



LOGO

Primary, seconadry, social



Secondary logo variation





COLOUR PALETTE

Primary, sky blue, black, white

Primary blue

Hex #3F658F

RGB 63 / 101 / 143

CMYK 82 / 60 / 24 / 5

Sky blue

Hex #6896CA

RGB 104 / 150 / 202

CMYK 60 / 33 / 2 / 0

Black

Hex #000000

RGB 0 / 0 / 0

CMYK 100 / 100 / 100 / 100

White

Hex #FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

TYPOGRAPHY

Neue Hass Grotesk, DIN 2014

Primary font

Neue Haas Grotesk

Variations

Neue Haas Grotesk - 55 Roman / font-weight: 400
Neue Haas Grotesk - 65 Roman / font-weight: 500
Neue Haas Grotesk - 75 Roman / font-weight: 600

Usages

<p> / paragraphs / body copy
Captions for images

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz
0123456789

Secondary font

DIN 2014

Variations

DIN 2014 - Regular / font-weight: 400
DIN 2014 - Demibold / font-wight: 600
DIN 2014 - Bold / font-wight: 700

Usages

H1 heading
H2 heading
H3 heading
H4 heading
H5 heading
H6 heading

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789