



Branding Guideline

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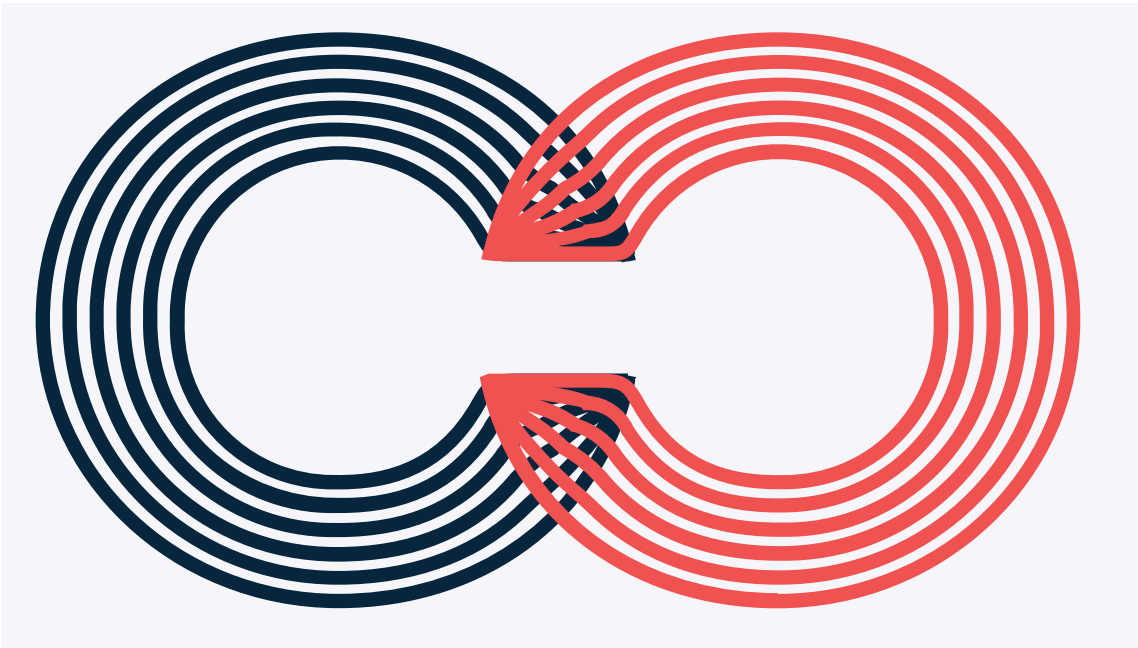
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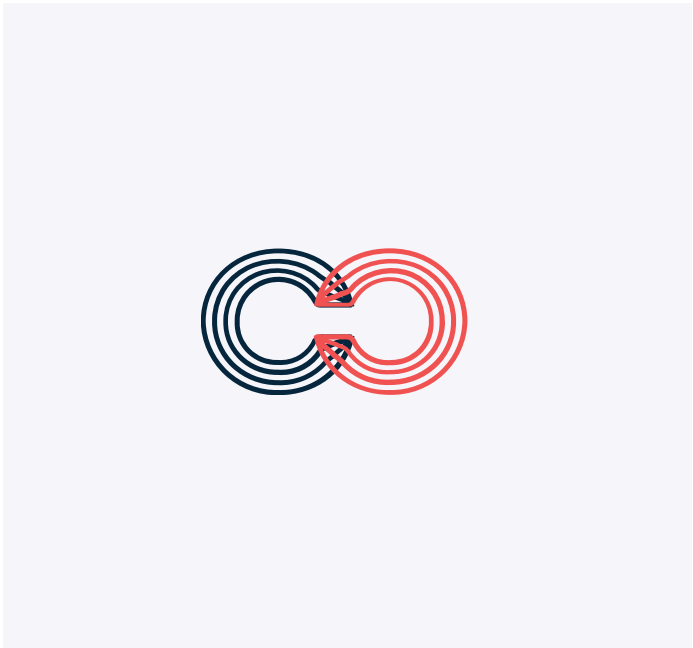
Our logo and Icon



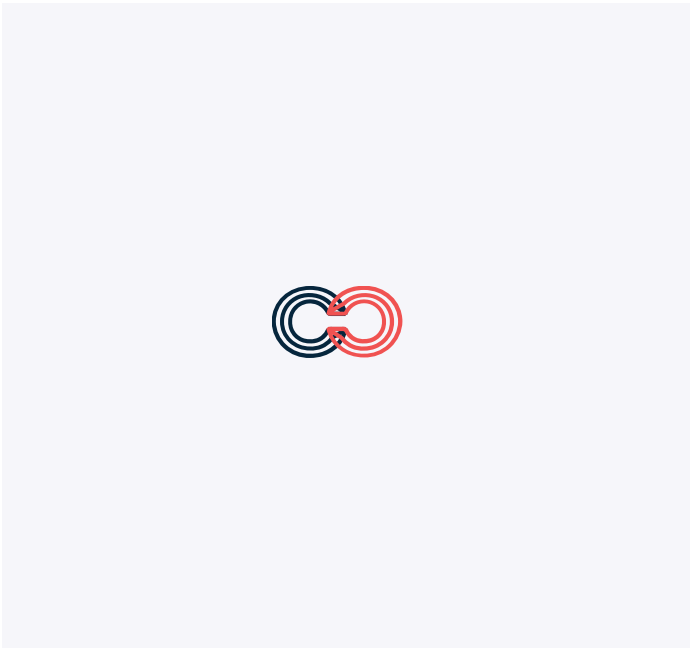
Logo



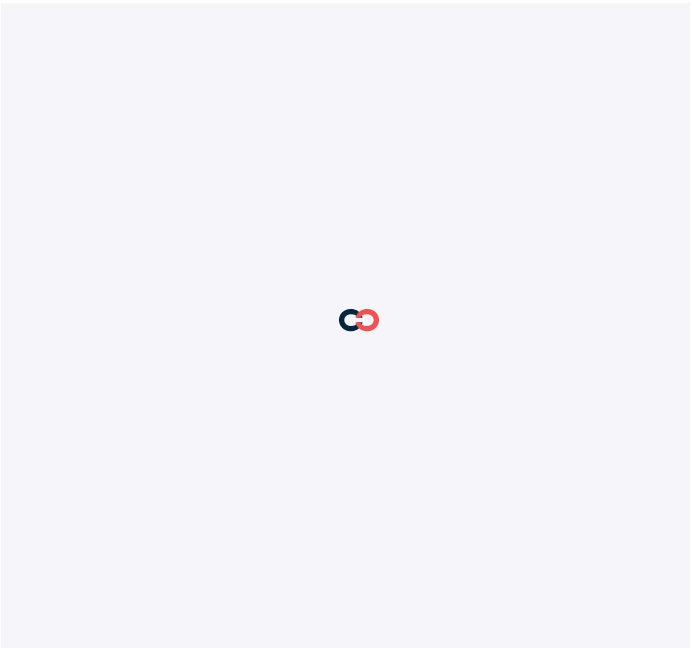
Large >
100px wide



Small
between 100px –
51px of wide



Extra Small
between 50px –
33px of wide



Favicon
below 32px wide

Typography

Logo font

creately

Kamerik 105 Bold

A B C D E F G H I J K L M N O P R S T Q V W X Y Z

a b c d e f g h i j k l m n o p q r s t v w x y z

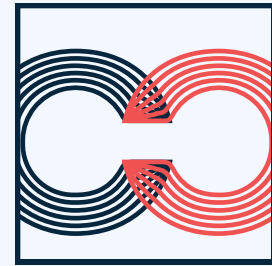
1 2 3 4 5 6 7 8 9 0

Usage on backgrounds



Logo misuse

Do not crop the logo



Do not change the transparency of the logo



Do not shuffle around the colors of the icon



Do not use different colors



Do not change the size or position of the icon and logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not re-create using any other typeface



Do not outline logotype



Do not rotate any part of the logo



Colors

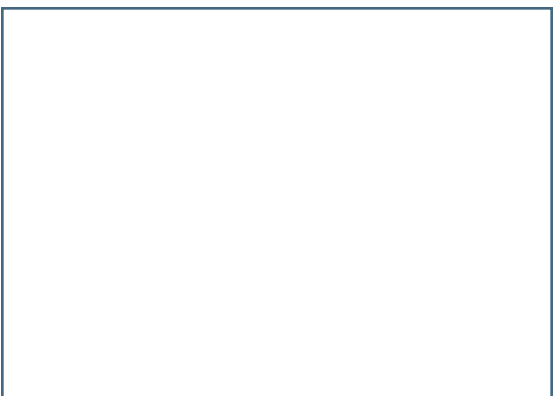
Primary Colors

Our primary brand colors are dark blue and white. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.



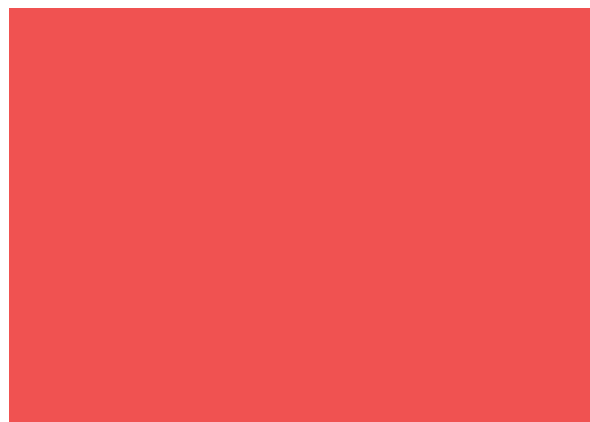
Blue

Hex : #06263D
CSS: rgb(6, 38, 61, 1)
HSL: 205,82,13,100%



White

Hex : #FFFFFF
CSS: rgb(255, 255, 255)
HSL: 0,0,100,100%



Red

Hex : #F05251
CSS: rgb(240, 82, 82)
HSL: 0,84,63,100%

Action Color

Action Green is an important color that is unique to Creately and should be used sparingly for moments of support, assurance, and delight at times of interaction between a user and the brand.



Green

Hex : #29947F
CSS: rgb(41, 148, 127)
HSL: 168,57,37,100%

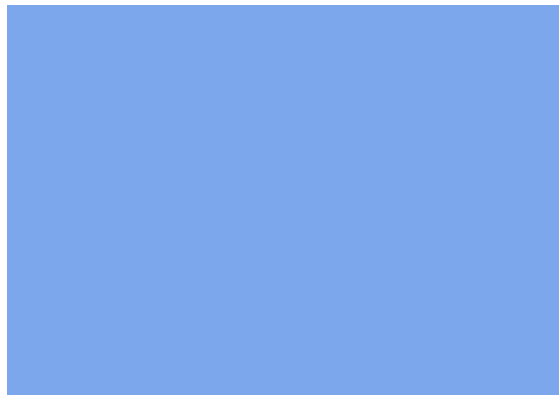
Secondary Colors

Our secondary and tertiary colors should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.



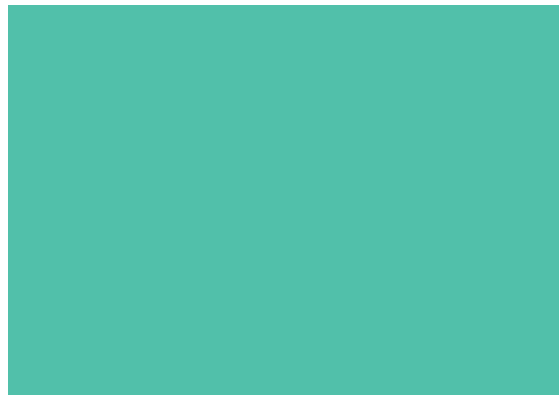
Red

Hex : #DF7E7B
CSS: rgb(223, 126, 123)
HSL: 2,61,68,100%



Blue

Hex : #7CA7EC
CSS: rgb(124, 167, 236)
HSL: 0,0,100,100%



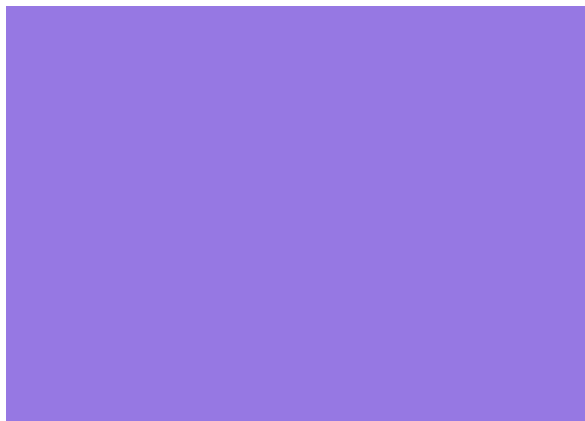
Green

Hex : #51C0AA
CSS: rgb(81, 192, 170)
HSL: 168,47,54,100%



Yellow

Hex : #E4C863
CSS: rgb(228, 200, 99)
HSL: 47,70,64,100%



Purple

Hex : #9678E3
CSS: rgb(150, 120, 227)
HSL: 257,66,67,100%



Grey

Hex : #B0B4B5
CSS: rgb(176, 180, 181)
HSL: 192,3,70,100%



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