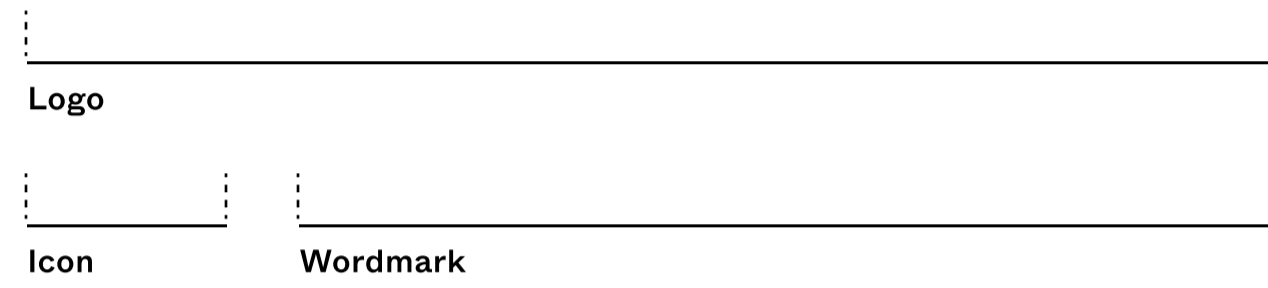


01 Primary Logo

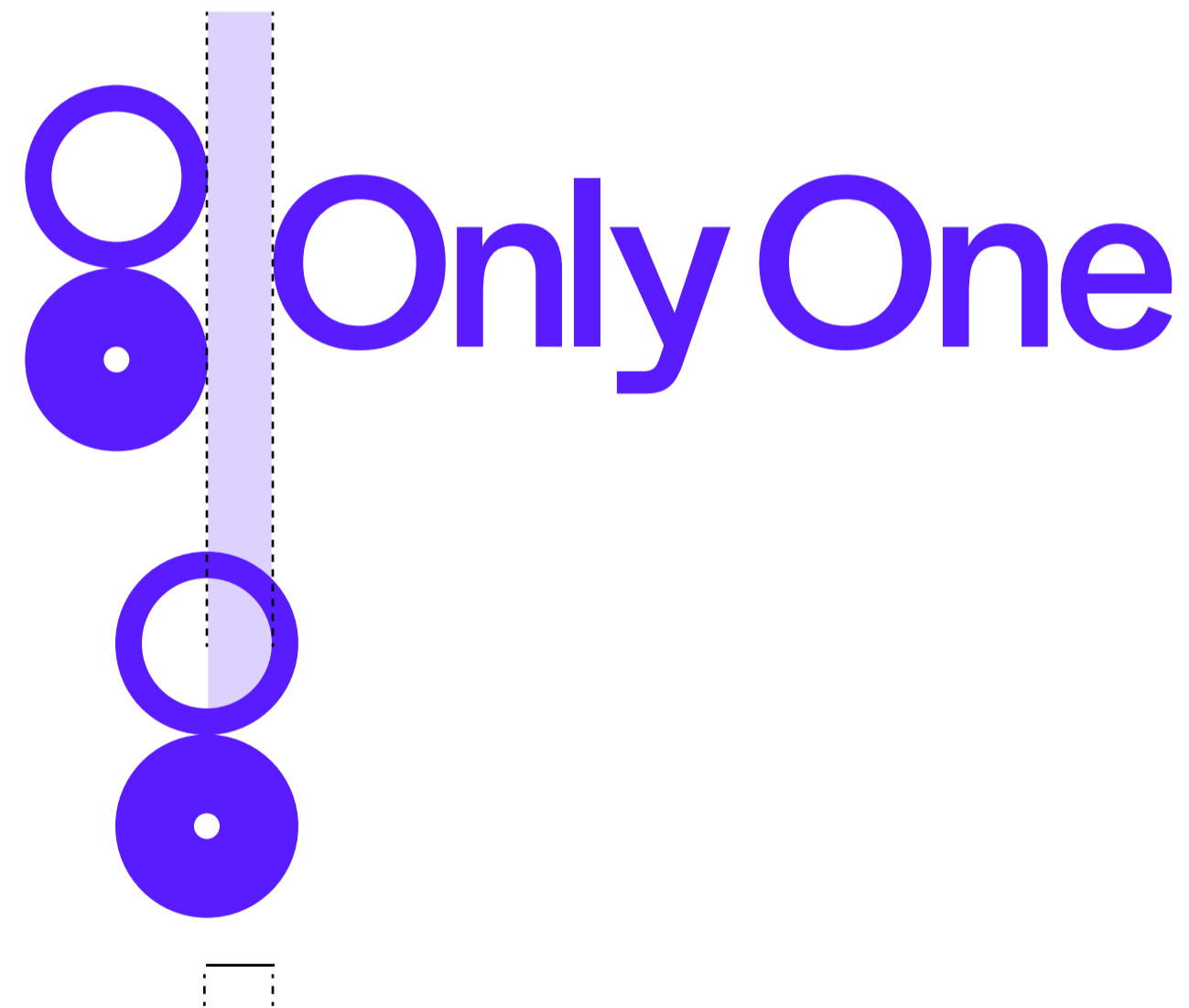
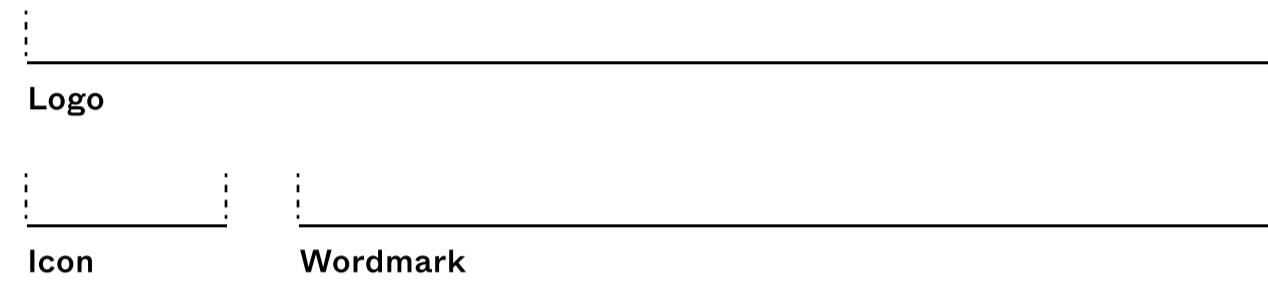
Primary logo for use in print and digital when the space allows for it. Ensure logo is large enough to be legible at all sizes, if it proves illegible at a small size switch over to the secondary logo.

Indigo logo should be primary use. Switch to white when on black background.



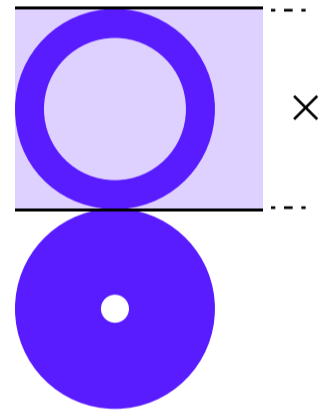
01 Spacing

Use half the width of the inner circle of the icon as the distance between the icon and the wordmark.



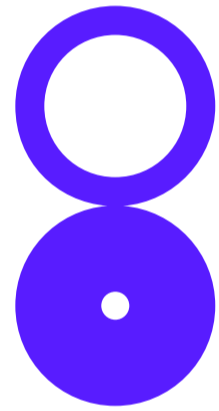
01 Clearspace

Use the upper O from the icon as the X height, this should be the minimum amount of spacing between the logo and other assets.



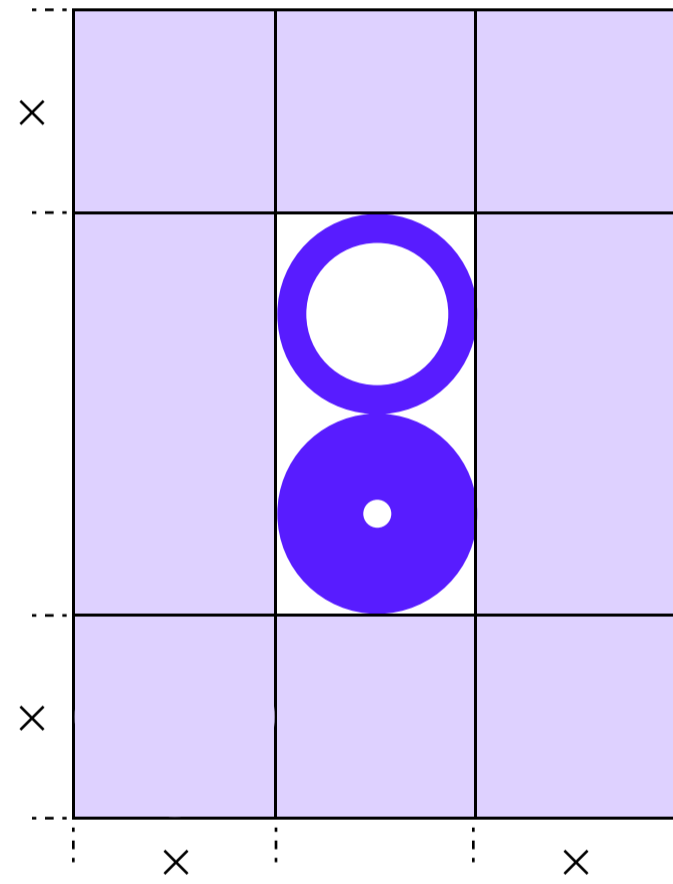
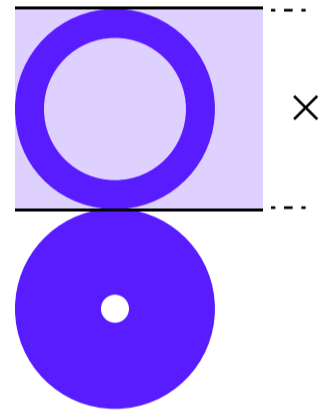
02 Icon

Use the icon when the full logo would not fit or as a supporting graphical icon.



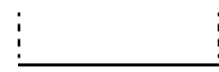
02 Icon Clearspace

Use the upper O from the icon as the X height, this should be the minimum amount of spacing between the logo and other assets.



03 Minimum Size

Do not display the full logo smaller than 75px in width or the icon smaller than 12px width. Ensure the text is always legible at small sizes by switching out the colour if necessary.



Digital
75px



Digital
12px

04 Colour Use

Alternative colours shown below. Indigo should be the primary logo use with black and white being used to increase legibility.

Black or white should be used on an image background for maximum legibility.



Primary use



White on black



Black on white

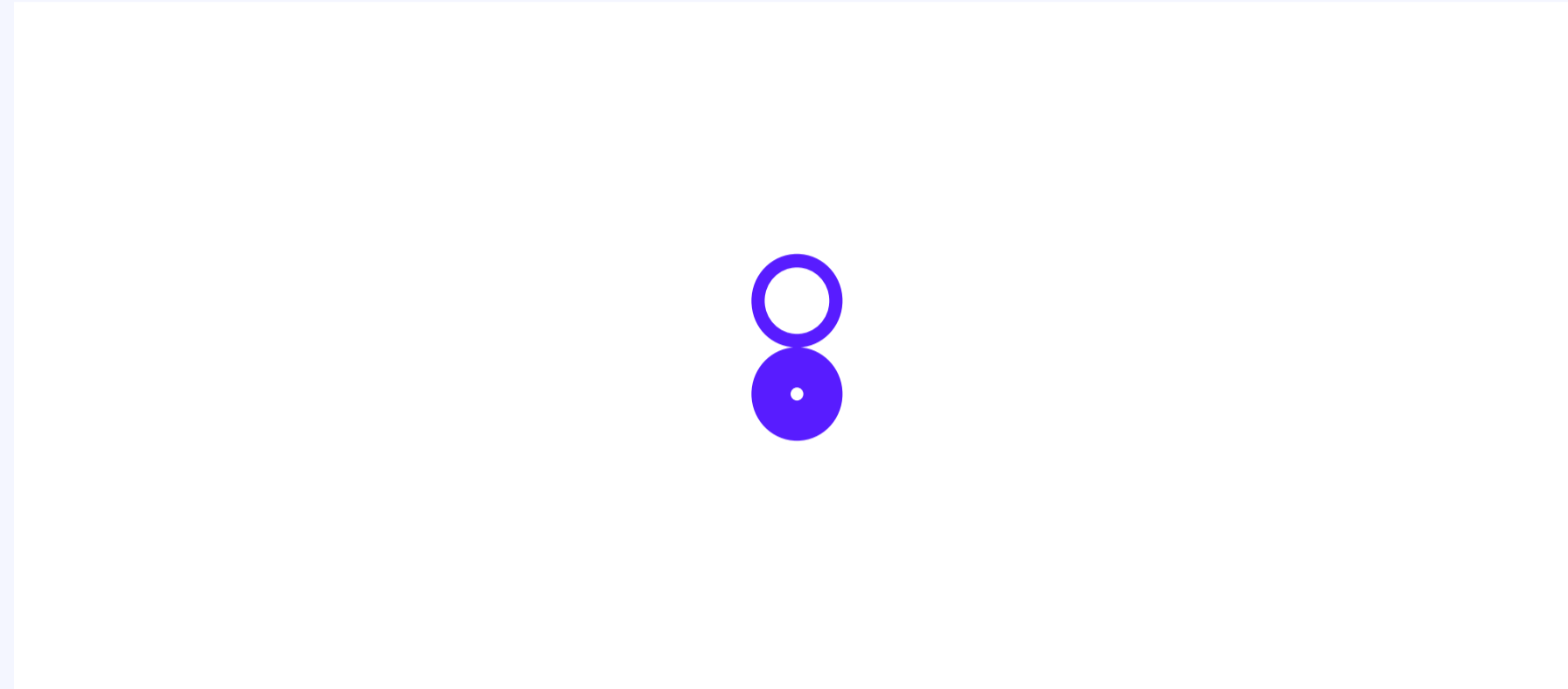


White on indigo

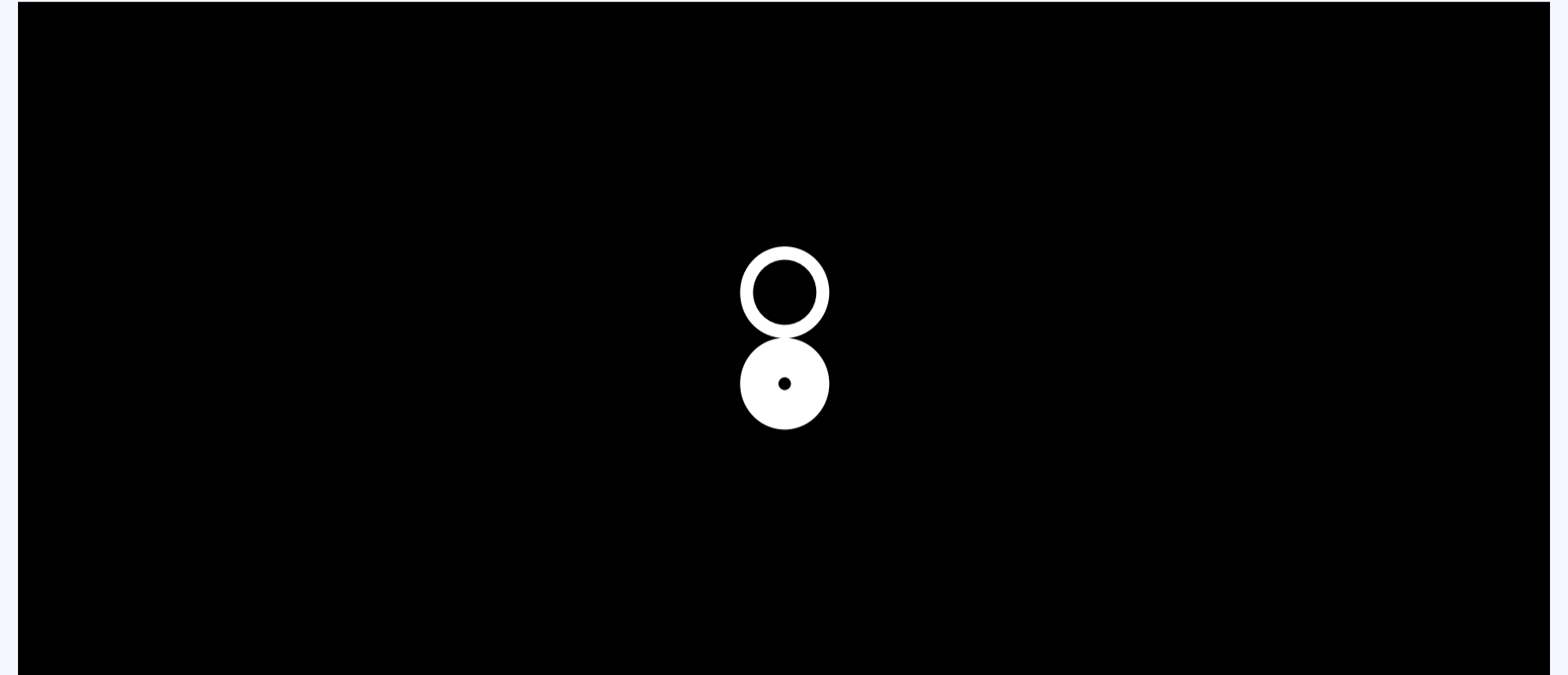
04 Colour Use

Alternative colours shown below. Indigo should be the primary logo use with black and white being used to increase legibility.

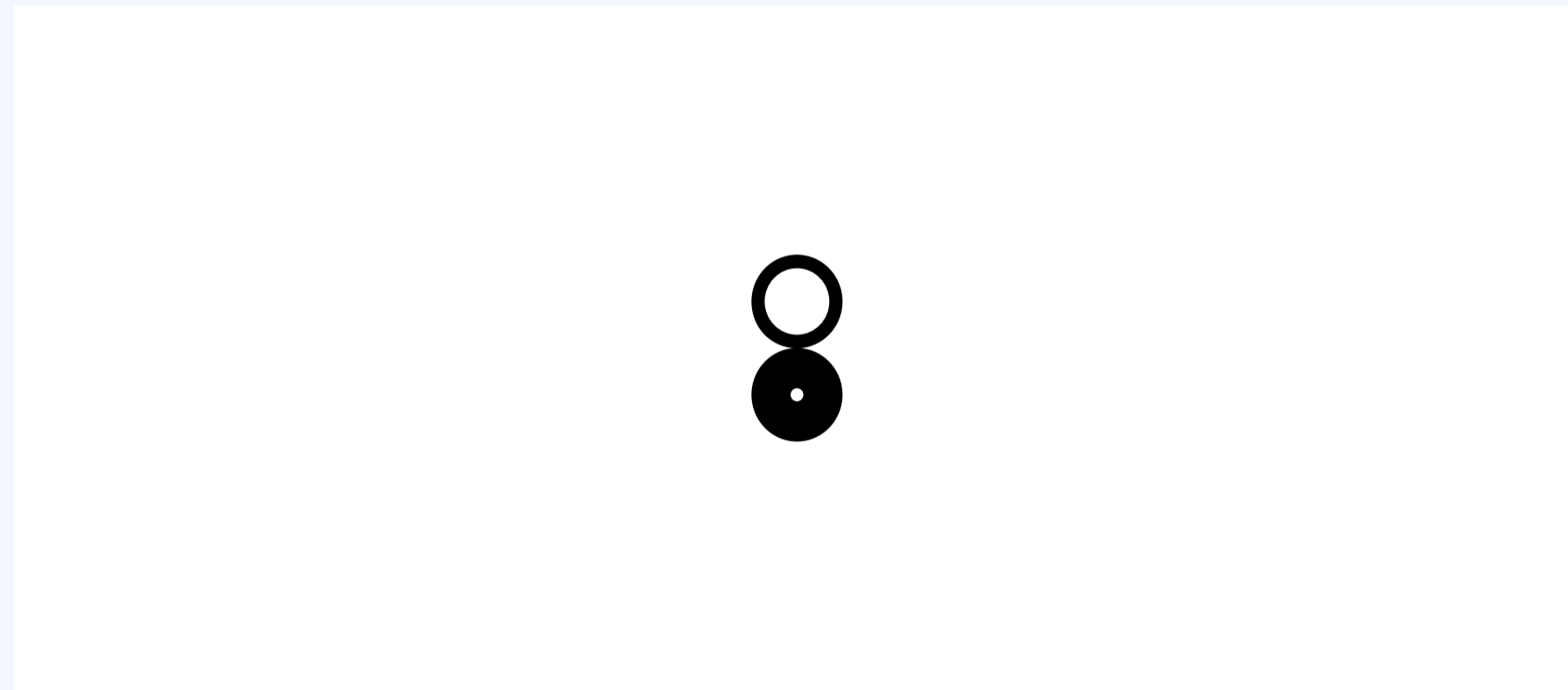
Black or white should be used on an image background for maximum legibility.



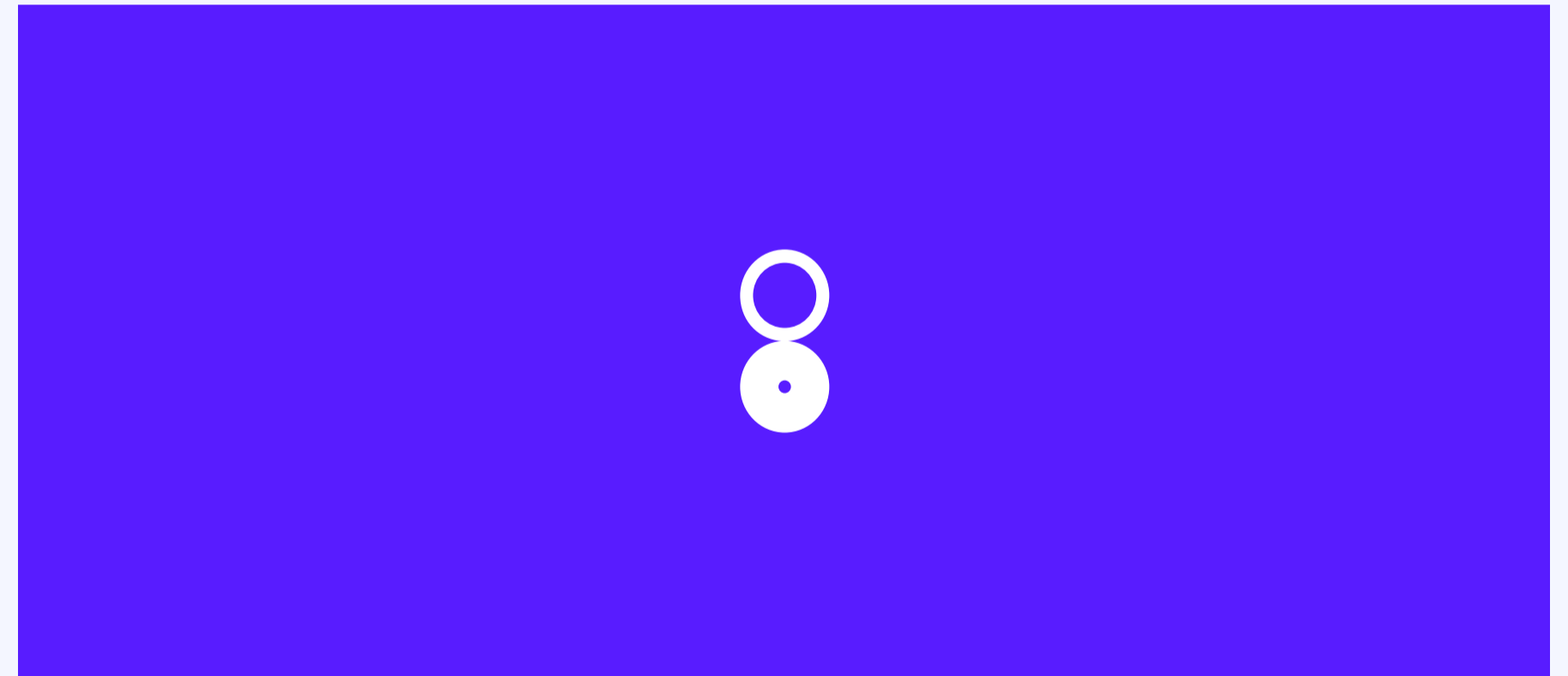
Primary use



White on black



Black on white



White on indigo

04 Colour Use

Core colours to be used are Black, White, Grey-50 and Primary Indigo. These should make up the majority of designs with others being used to show interactions or to provide more contrast.

Avoid using too much primary/secondary/tertiary and let the images/videos do most of the work.

Primary -200	7949FF	Primary -100	6933FF	Primary	581CFF	Primary 100	4F19E6	Primary 200	4616CC		
Secondary -200	D4DBFF	Secondary -100	EDFOFF	Secondary					94A6FF		
Tertiary									1A237E		
White	FFFFFF	Grey 50	F4F6FF	Grey 100	E5E5EA	Grey 200	D1D1D6	Grey 300	C7C7CC	Grey 400	AEAFB2
Grey 500	636366	Grey 600	48474A	Grey 700	3A3A3C	Grey 800	2B2D2E	Grey 900	1C1C1E	Black	000000

Primary typeface is Whyte by Dinamo foundry. It should predominately be used in Regular with Medium being used where more contrast is needed; often at smaller sizes.

*pixel sizes are for display purposes only — use appropriate size depending on context.

Whyte

Medium

90px

The action platform for the planet

Whyte

Regular

92px

The action platform for the planet