

# ARGONAUT

## BRAND GUIDELINES



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OUR VISUAL  
IDENTITY SHOULD  
BE CONSISTENT  
AND EASY TO  
IDENTIFY.

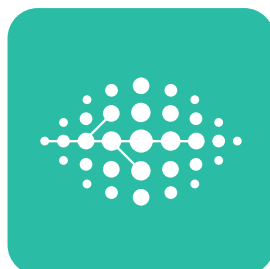
LOGO



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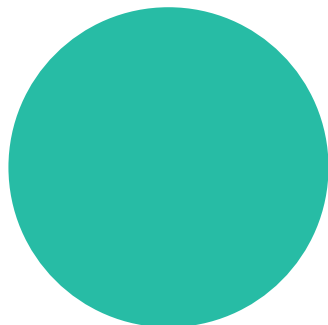


FAVICON

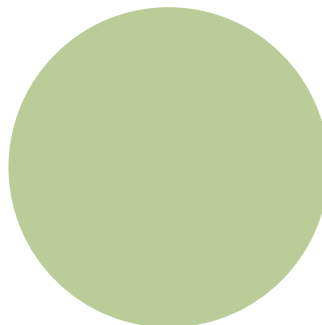


OUR BRAND  
COLOURS ENGAGE  
AND REPRESENT  
THE BRANDING  
VALUE.

# MAIN COLORS

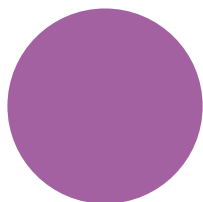


Main color 1  
HEX #77b59e  
RGB 119 181 158  
CMYK 70 0 45 0



Main color 2  
HEX #bbcc98  
RGB 187 204 152  
CMYK 30 0 45 10

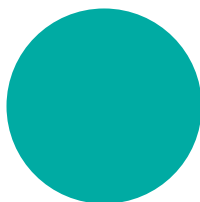
# SECONDARY COLORS



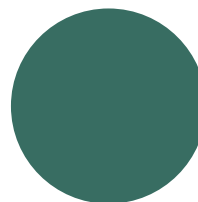
HEX #965a97  
RGB 150 90 151  
CMYK 39 73 5 0



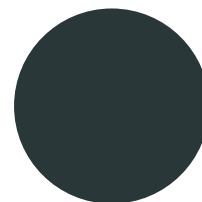
HEX #ecea9  
RGB 236 234 233  
CMYK 5 5 5 5



HEX #26a19b  
RGB 38 161 155  
CMYK 96 0 46 0



HEX #386d62  
RGB 56 109 98  
CMYK 95 45 65 0



HEX #2a3638  
RGB 42 54 56  
CMYK 90 60 60 50

TYPOGRAPHY

VARINO



SUGGESTED TEXT FONT

“Raleway”

aA bB cC dD eE

123 123 **123 123 123**

# LOGO USE



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# MOCKUPS





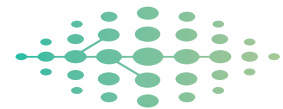
# LOGO DONT'S



DON'T DISTORT THE LOGO.



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NEVER ADD OR REMOVE THE LOGO ELEMENT



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DON'T PLACE THE LOGO ON COLORED BACKGROUNDS OTHER THAN APPROVED COLORS. DON'T CHANGE THE LOGO COLOR



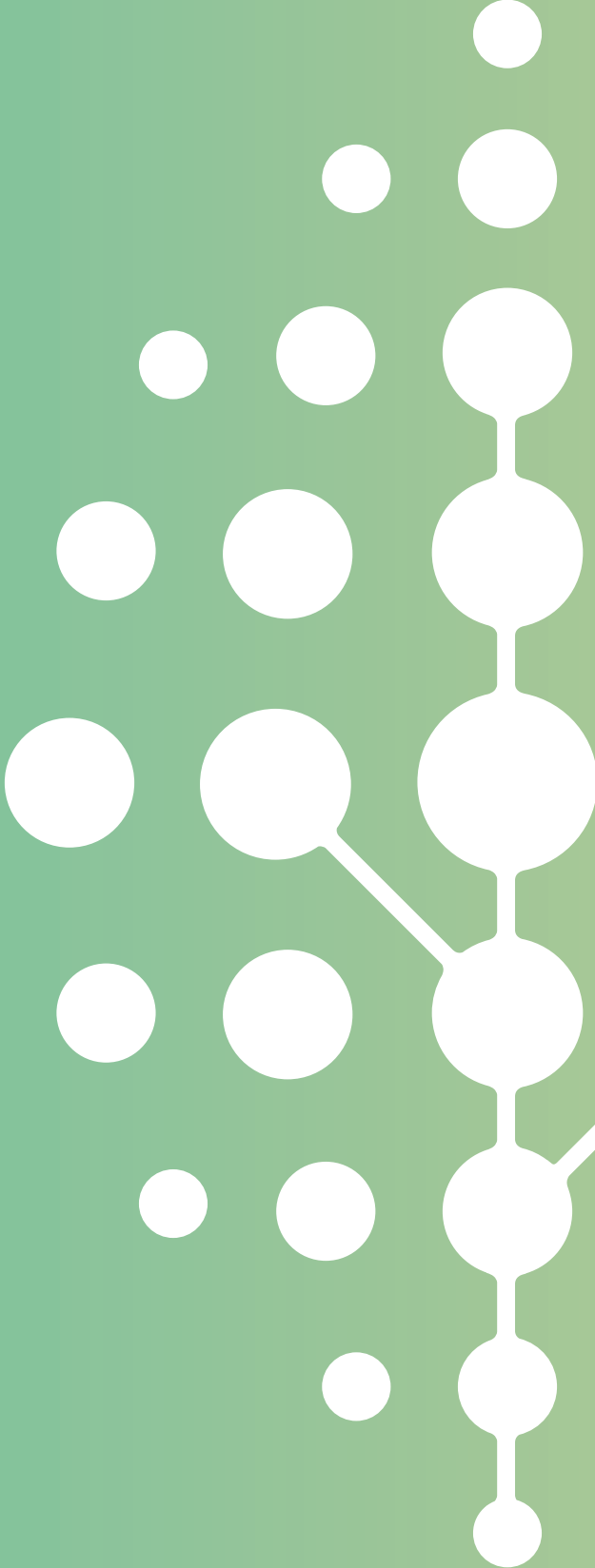
DON'T ADD SHADOW OR ROTATE THE LOGO POSITIONS



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