



Primary



#303854
C:86 M:77 Y:42 K:35
R:48 G:56 B:84
PMS: 655 U
RAL: 5003, Sapphire Blue



#eb1c24
C:1 M:99 Y:97 K:0
R:235 G:28 B:36
PMS: 032 U



#5c5e63
C:63 M:55 Y:48 K:23
R:93 G:94 B:100
PMS: Cool Grey 9 U
RAL: 9023, Pearl Dark Grey



#ffffff
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
RAL: 9010, Pure White

Secondary



#A81F24
C:23 M:100 Y:98 K:16
R:168 G:30 B:35
RAL: 3001, Signal red



#EF7D32
C:2 M:62 Y:91 K:0
R:239 G:125 B:50
RAL: 2011, Deep Orange



#F29436
C:2 M:49 Y:89 K:0
R:242 G:148 B:54
RAL: 1037, Sun Yellow



#75CFF0
C:48 M:2 Y:3 K:0
R:117 G:206 B:239



#00ACDD
C:73 M:12 Y:3 K:0
R:0 G:172 B:221
RAL: 5012, Light Blue

Logo Usage Guide

Always use the full color logo when possible, especially when on a white background.





Maintain a safe zone around the logo

Use the height of the icon from the logo to determine the necessary width of safe space around the logo. Always have this amount of space around the logo to ensure its integrity.

Vector
(scalable)



Raster
(high-resolution)



Web-Ready
(low-resolution)



Solid Black



Solid White



Vector-Based Art

Vector-based logo files should be used for print applications whenever possible. Vector-based art can be scaled up or down without compromising image quality or greatly increasing file size.

High-Resolution Raster Art

High-resolution raster files can be used for print applications when vector-based art cannot be used. Raster art cannot be scaled up without compromising image quality. They must be sized to at least the end-use dimensions, otherwise pixelation may occur.

Web-Ready Art

Files intended for screens use web safe colors in RGB (red, green, blue) color mode and are 72 DPI. Web-ready art should only be used for online or other on-screen applications. Using web art for print applications will result in poor image quality and inaccurate color.

Black and White Versions

The black and white versions are alternate versions of the logo, to be used in situations where color isn't possible, or the background is busy, low contrast or otherwise doesn't work well with the full-color version of the logo.

Navy Icon



Red Icon



Orange Icon



Using the icon alone

The icon version of the logo should only be used when the brand name or logo is otherwise visible, or in limited use cases such as on promotional wearables / swag. Color versions are preferred; select which color based on individual use case and what will provide the highest amount of contrast.

Black Icon








White Icon



Misuses to avoid

To maintain the integrity of the logo and the brand, please do not engage in the following design crimes:

Stretching or warping the logo in any way	Changing the font used in the logo	Using an unapproved logo color (on darker background)	Using an unapproved background color	Using an unapproved logo color (on lighter background)	Using a low-resolution logo in a high-resolution application (like print)
					

EYEBROW

Rajdhani Regular | Line height: 95% | Letter spacing: 100%

Headline one

Rajdhani Bold / Regular | Line height: 120% | Letter spacing: 100%

Subtitle

Verdana Pro Regular | Line height: 100% | Letter spacing: 100%

Headline two

Rajdhani Bold / Regular | Line height: 120% | Letter spacing: 100%

Body, big

Verdana Pro Regular | Line height: 140% | Letter spacing: 100%

Body, small / caption

Verdana Pro Regular | Line height: 140% | Letter spacing: 100%

CALL TO ACTION

Verdana Pro Regular | Line height: 95% | Letter spacing: 100%

Web font usage

Consistent typography reinforces brand identity and enhances readability. Our brand uses two primary typefaces: **Rajdhani** for headings and **Verdana Pro** for body text. Rajdhani can be downloaded free from Google Fonts and Verdana Pro is available on most systems.

- [Download Rajdhani](#)

When applying typography, maintain consistent line spacing, avoid excessive capitalization, and limit font styles to keep designs uncluttered and aligned with our brand's visual language.