



LOGO & COLOR USAGE



TYPOGRAPHY

MAIN FONT

**POPPINS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**BOLD**

**Aa**

**SEMIBOLD**

**Aa**

**MEDIUM**

Aa

**REGULAR**

Aa

PERSONALITY FONT

**PERMANENT MARKER**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COLOR GUIDE

MAIN



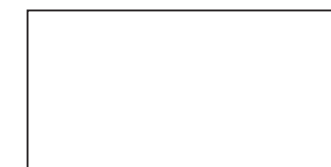
HEX #4FBB89  
 RGB 79, 187, 137  
 HSB 152, 58%, 73%  
 CMYK 67, 0, 62, 0



HEX #FFD10D  
 RGB 255, 209, 13  
 HSB 49, 95%, 100%  
 CMYK 1, 16, 98, 0



HEX #231F20  
 RGB 35, 31, 32  
 HSB 345, 11%, 14%  
 CMYK 0, 0, 0, 100



HEX #FFFFFF  
 RGB 255, 255, 255  
 HSB 0, 0%, 100%  
 CMYK 0, 0, 0, 0

SECONDARY



HEX #67C9D0  
 RGB 103, 201, 208  
 HSB 184, 50%, 82%  
 CMYK 55, 0, 20, 0



HEX #EE495D  
 RGB 238, 73, 93  
 HSB 353, 69%, 93%  
 CMYK 0, 87, 55, 0

GRADIENT



HEX #FFD10D  
 RGB 255, 209, 13  
 HSB 49, 95%, 100%  
 CMYK 1, 16, 98, 0



HEX #4FBB89  
 RGB 79, 187, 137  
 HSB 152, 58%, 73%  
 CMYK 67, 0, 62, 0