

DIGITALSEAT MEDIA

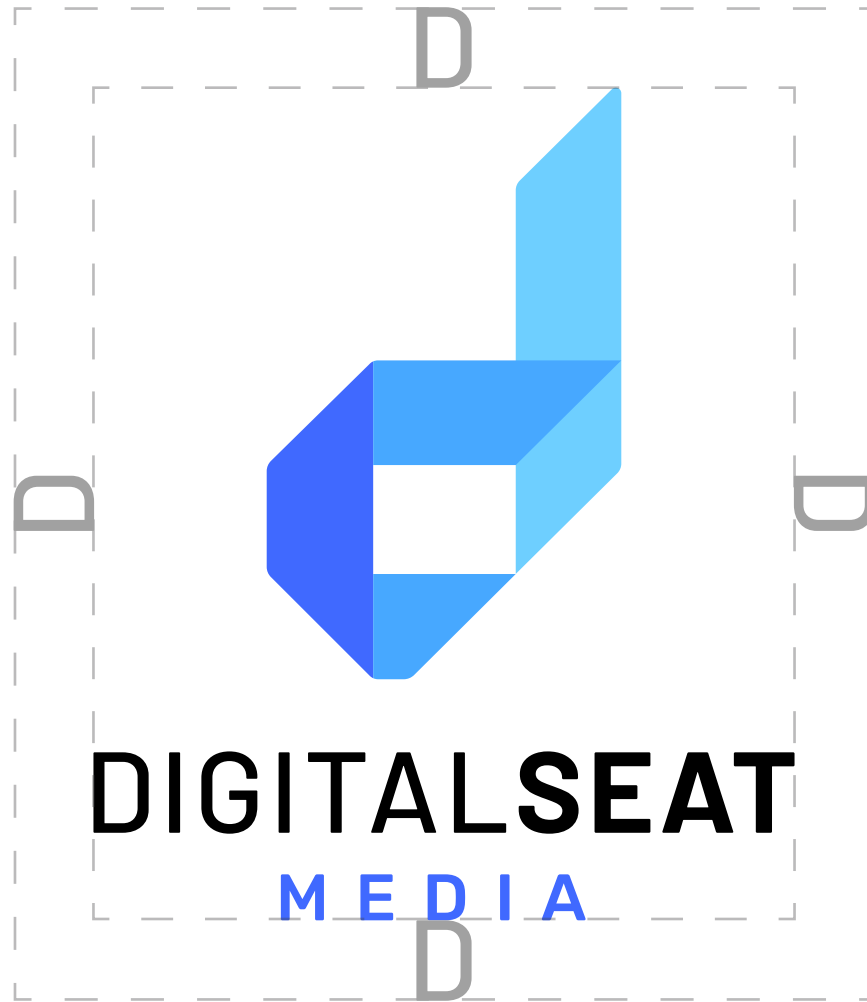
BRANDING GUIDE

LOGO



DIGITALSEAT
M E D I A

LOGO SPACING



Must have at least a "D" spacing
on all sides of the logo.

IMPROPER USE



DIGITALSEAT
MEDIA

Never squish the logo



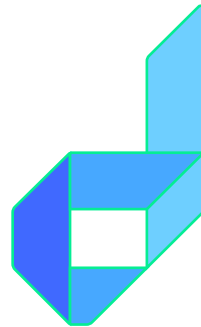
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MEDIA

Never stretch the logo



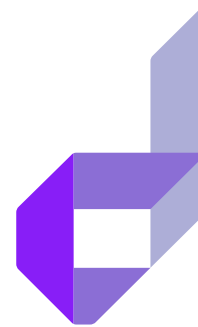
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Never tilt the icon



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Never use an outline



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Never use colors outside
of the brand on the logo



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DIGITALSEAT
M E D I A



DIGITALSEAT
M E D I A



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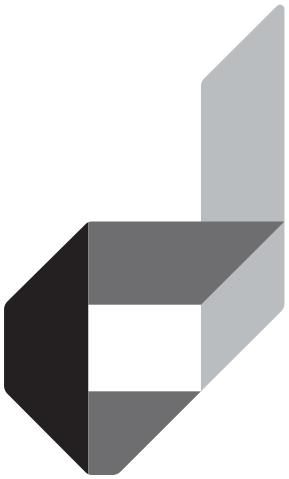
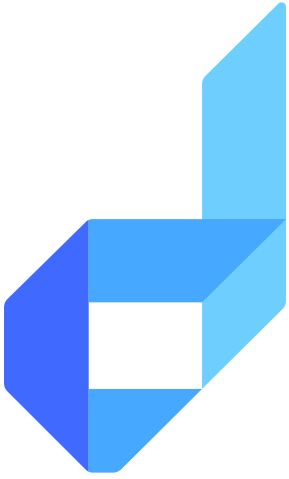
MEDIA



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ICON



COLOR PALETTE

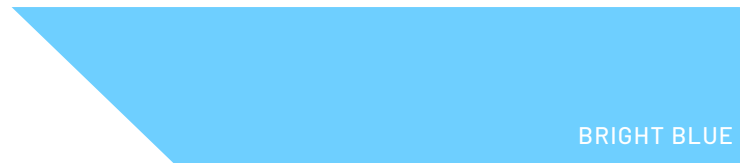
PRIMARY BRAND COLORS



HEX #4069FF
RGB 64 105 255
CMYK 84 69 0 0
PANTONE 2727 C

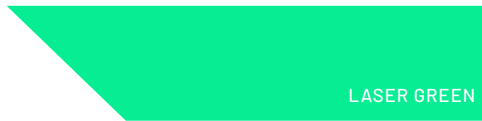


HEX #48A8FF
RGB 72 168 255
CMYK 63 19 0 0
PANTONE 284 C



HEX #6ECFFF
RGB 110 207 255
CMYK 53 1 0 0
PANTONE 291 C

SECONDARY BRAND COLORS



HEX #06ed94
RGB 6 237 148
CMYK 61 0 63 0
PANTONE 7479 C



HEX #404040
RGB 64 64 64
CMYK 68 61 60 47
PANTONE 432 C

ILLUSTRATION COLORS



HEX #f5cc5d
RGB 245 204 93
CYMK 4 18 74 0
PANTONE 114 C



HEX #f19648
RGB 241 150 72
CYMK 2 48 80 0
PANTONE 715 C



HEX #ef5854
RGB 239 88 84
CYMK 1 80 65 0
PANTONE 178 C



HEX #b3378a
RGB 179 55 138
CYMK 31 92 8 0
PANTONE 240 C

PRIMARY TYPEFACE

BARLOW

BODY COPY | REGULAR

ABCDEFGHIJKLMNOP
abcdefghijklmnp

SUBHEAD | MEDIUM

ABCDEFGHIJKLMNOP
abcdefghijklmnp

HEADER | BOLD

ABCDEFGHIJKLMNOP
abcdefghijklmnp

SECONDARY WEB TYPEFACE

MONTSERRAT

BODY COPY | REGULAR

ABCDEFGHIJKLMNOP
abcdefghijklmnp

SUBHEAD | MEDIUM

ABCDEFGHIJKLMNOP
abcdefghijklmnp

