



## Elements Guide

Logo



Don't change proportions

# Colors

Primary      Secondary

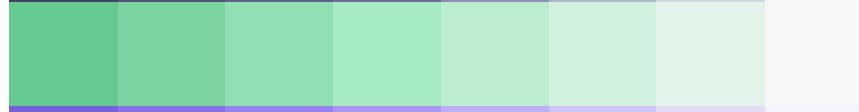
#4C56CB



#33354C



#50BE80



#654DCB

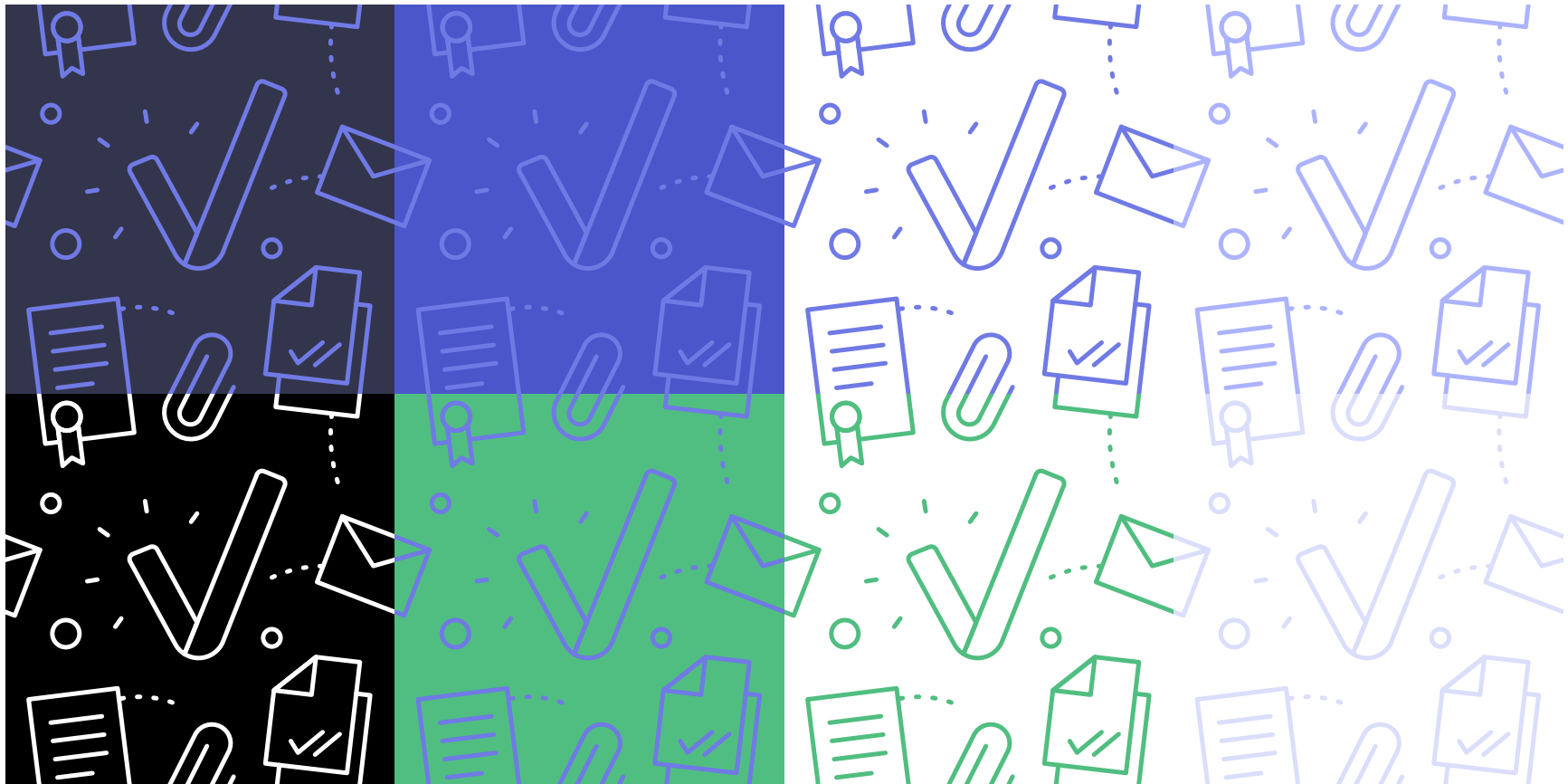


Complimentary



## Pattern (variations)

Fell free to mix different colors



# Font

## Helvetica Now

light / regular / **bold** / **xbold**

---

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMOPQRSTUVWXYZ  
1234567890'?'“!”(%)[#] {@} / & \ < - + ÷ × = >

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMOPQRSTUVWXYZ  
1234567890'?'“!”(%)[#] {@} / & \ < - + ÷ × = >

---

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMOPQRSTUVWXYZ**  
**1234567890'?'“!”(%)[#] {@} / & \ < - + ÷ × = >**

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMOPQRSTUVWXYZ**  
**1234567890'?'“!”(%)[#] {@} / & \ < - + ÷ × = >**

Feel free to use all weights and variations (Display, Text)

## Illustrations' style

Use the same line width with different color, use colors from the palette



Light background



Dark background

## Mascot and its style



Verdog

## Mascot and its style

