



D I V E R S I

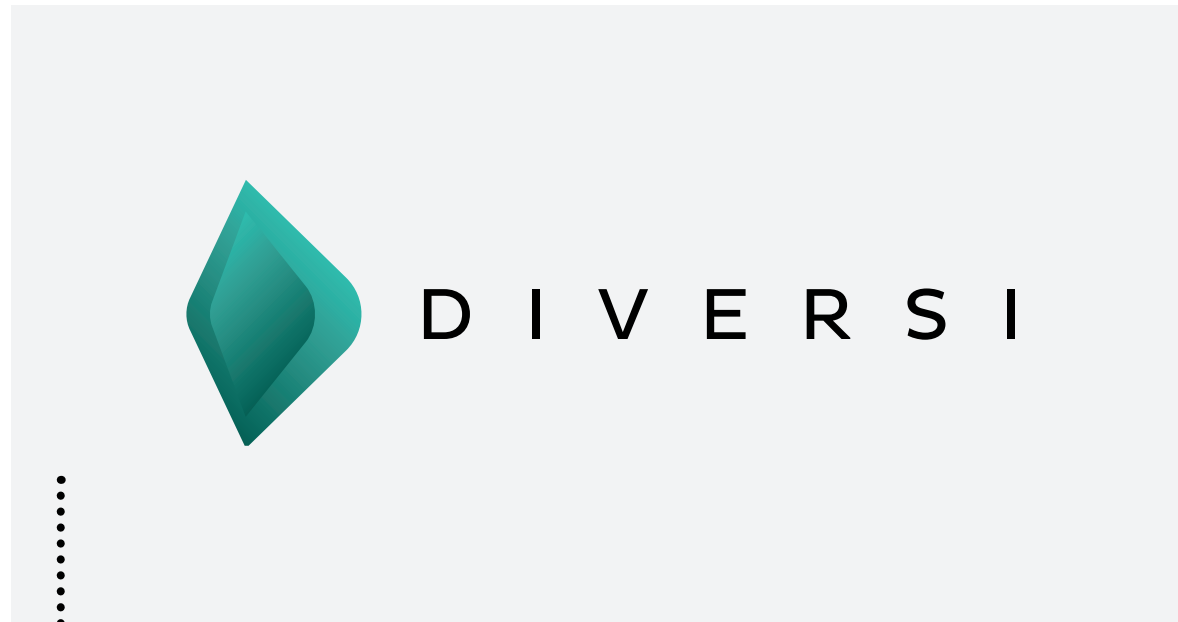
logo_quick_guide



LOGO_COLORS



LOGO_BACKGROUND



... **primary:**black typography
light background



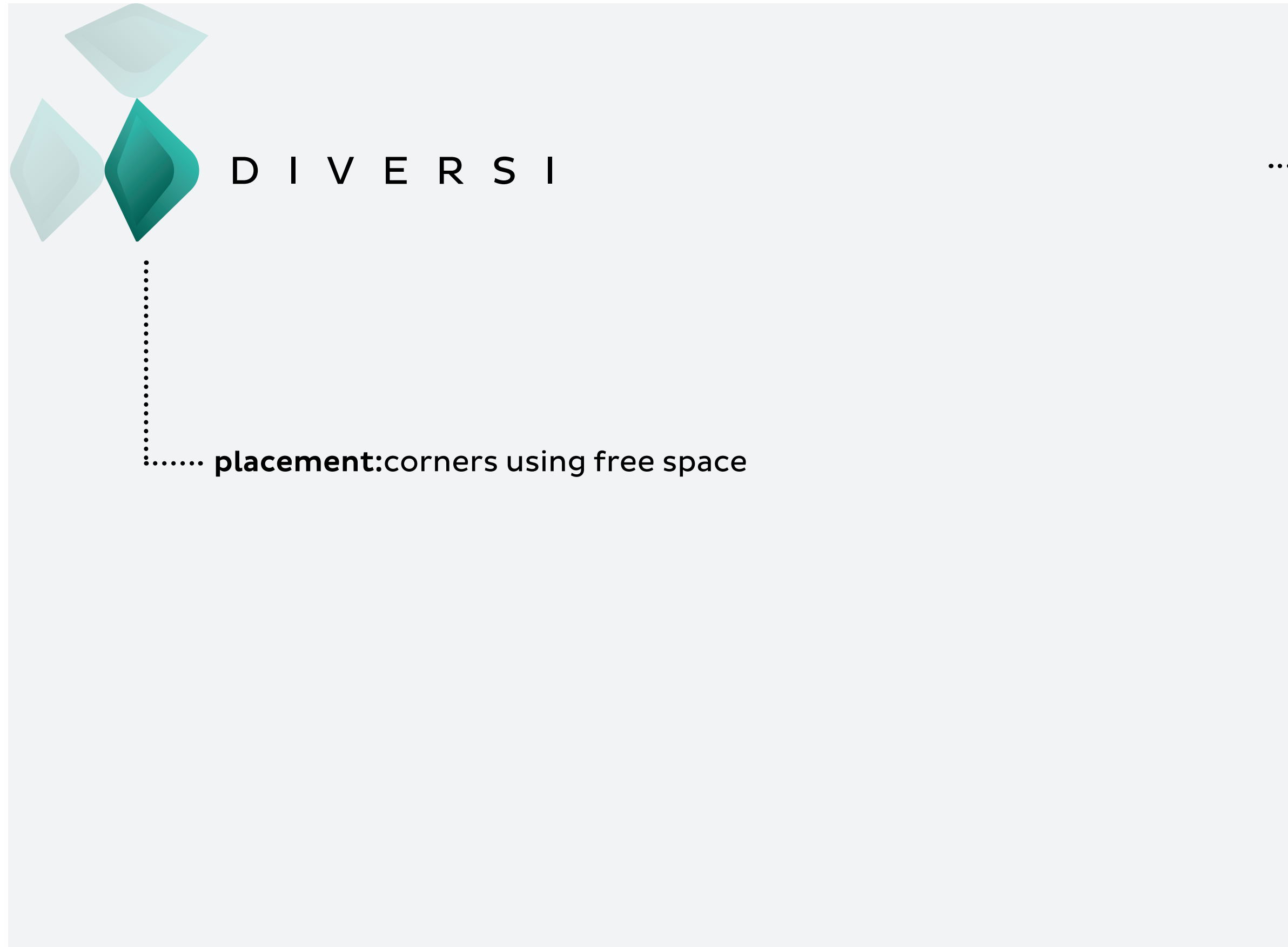
... **secondary:**white typography
dark background



L O G O _ F R E E S P A C E



LOGO_PLACING

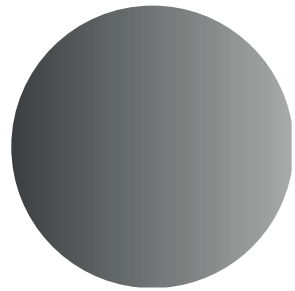


..... background color:5% black

..... placement:corners using free space

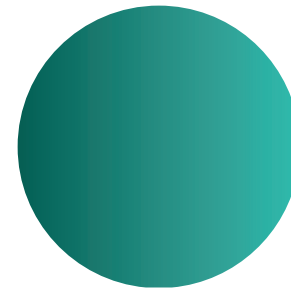


C O L O R S _ G R A D I E N T S



R:74 G:74 B:74
C:0 M:0 Y:0 K:85
HEX: #484848
Pantone: 7540 C

R:178 G:178 B:178
C:0 M:0 Y:0 K:40
HEX: #b2b2b2
Pantone: Cool Gray 5 C



R:3 G:94 B:84
C:88 M:36 Y:62 K:33
HEX: #025e54
Pantone: 561 C

R:97 G:204 B:184
C:60 M:0 Y:37 K:0
HEX: #60ccb7
Pantone: 3248 C

T Y P O G R A P H Y _ F O N T S

⋮⋮⋮ **headline:pluto sans medium:700 tracking:upper case**

T H E Q U I C K B R O W N F O X J U M P S O V E R
T H E L A Z Y D O G

⋮⋮⋮ **body:pluto sans regular**

The quick brown fox jumps over the lazy dog



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