

Brand Guidelines



Logo Uses



Logo Misuse

Below are examples of how not to use the Occlude logo.



Do not change the colour of any elements of the logo.



Do not stretch or squash the logo.



Do not capitalise the O.



Do not outline the icon.



Do not change the font of the logo.



Do not move or resize the face icon.

Logo Spacing

Below showcases the minimum space required between the logo and any other media.



Fonts

There are two primary typefaces for Occlude.

Display Type:

Somanta Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZabcd
efghijklmnopqrstuvwxyz1234567890?!()/&-:;,.

This font is available for download from:

Headings:

Aktiv Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnop
pqrstuvwxyz1234567890'?"!"(%)[#]{}&\<-+÷x=>®©\$
€£¥¢:;,.*

This font is available for download from:

Body Copy:

Aktiv Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstu
vwxyz1234567890'?"!"(%)[#]{}&\<-+÷x=>®©\$€£¥¢:;,.*

Colours

Primary Colours

These are the primary colours associated with the Occlude brand.

Occlude Blue
CMYK - 75,9,23,0
RGB - 3,169,193
Hex - 03a9c1

Occlude Dark Blue
CMYK - 74,59,48,47
RGB - 60,68,77
Hex - 3c434c

Occlude Grey
CMYK - 69,61,58,69
RGB - 48,46,46
Hex - 2f2e2d

Secondary Colours

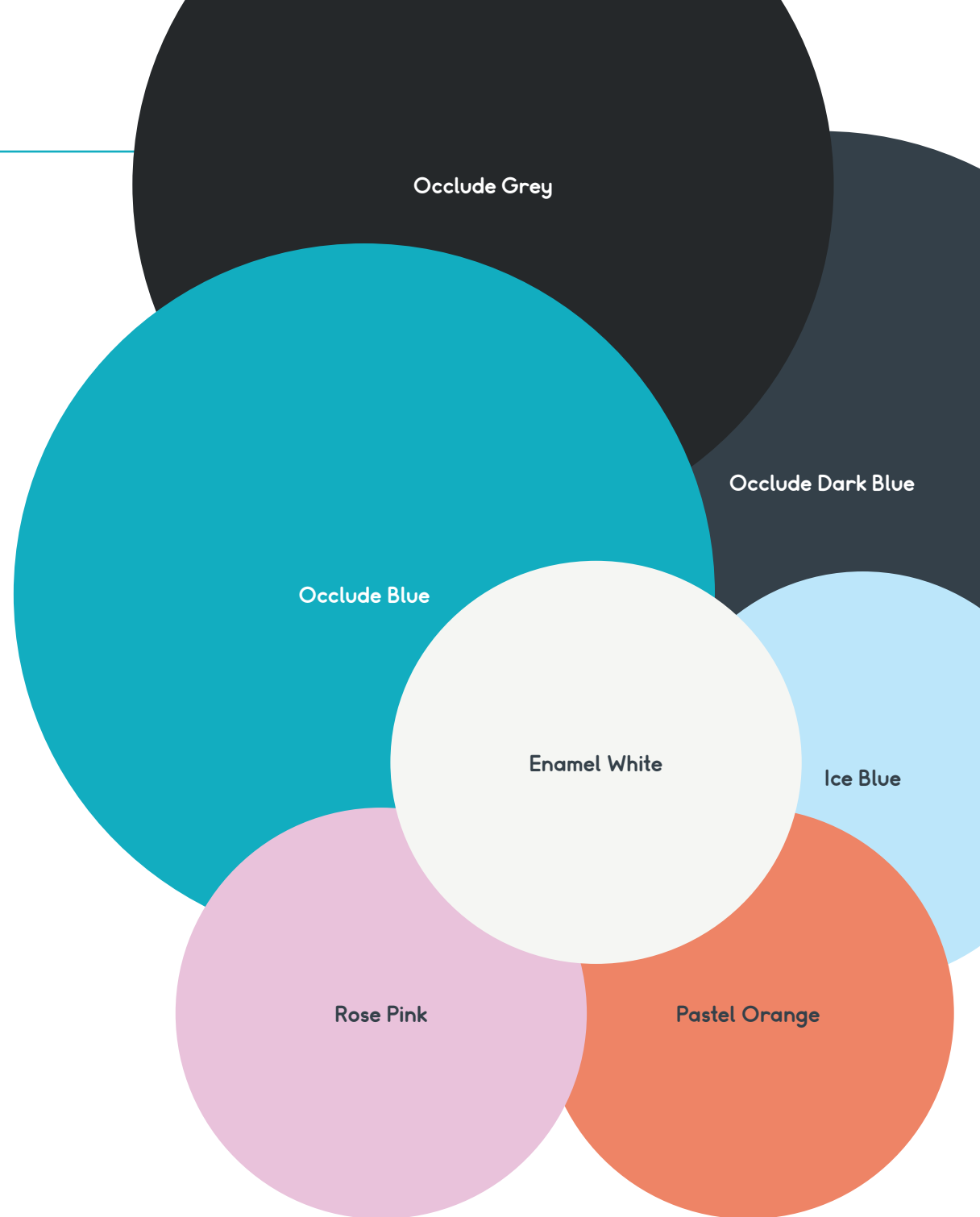
These are the Secondary colours associated with the Occlude brand.

Pastel Orange
CMYK - 3,59,60,0
RGB - 237,132,103
Hex - ed8467

Ice Blue
CMYK - 24,0,0,0
RGB - 188,230,251
Hex - bce6fb

Enamel White
CMYK - 3,2,4,0
RGB - 244,244,240
Hex - f4f4f0

Rose Pink
CMYK - 6,27,0,0
RGB - 232,194,220
Hex - e8c2dc



Thank You



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