

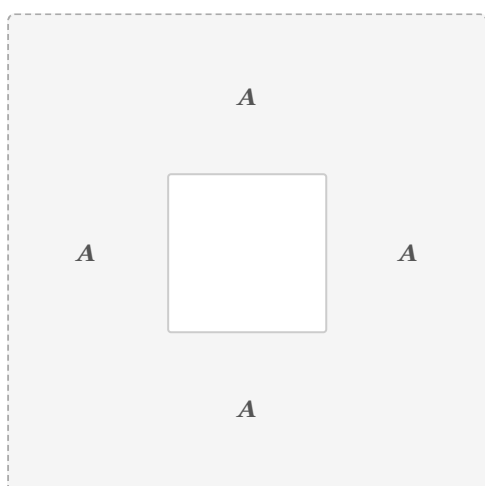
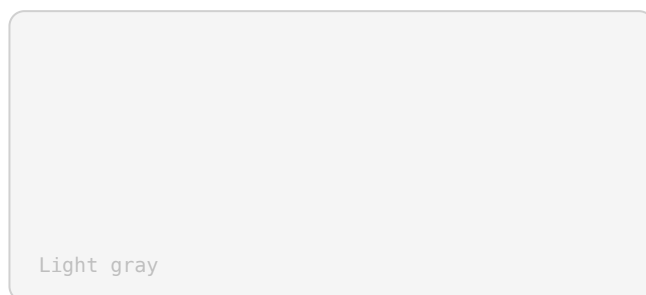
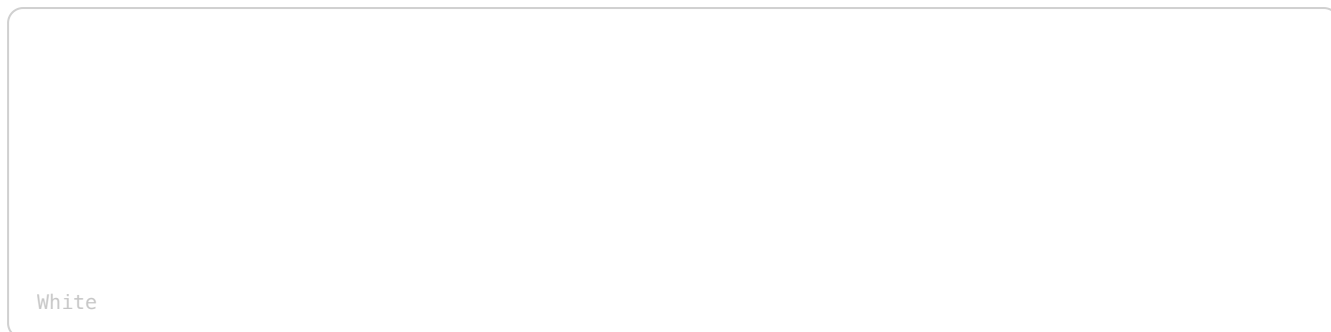
Pentad Labs

Brand Guidelines

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Logo



A = 24px (logo height)

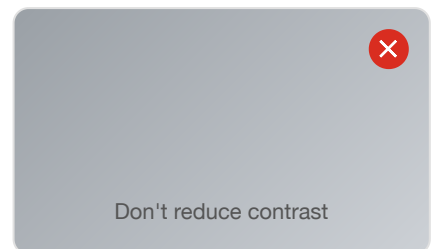
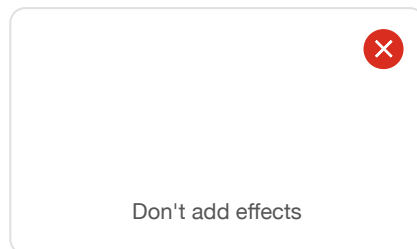
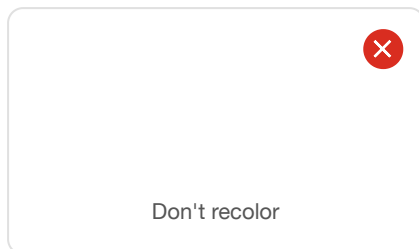
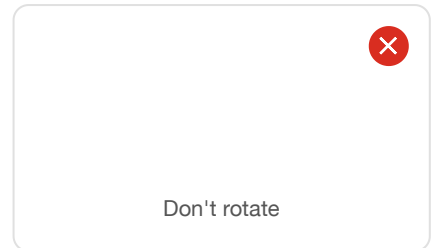
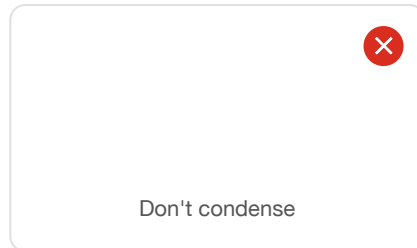
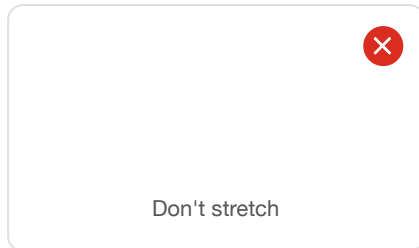
Clear Space

A = logo height. Minimum clear space on all sides equals **A**. No text, graphics, or other elements should intrude this zone.

24 × 24px

Logo Misuse

Keep the logo consistent. Do not alter its proportions, colors, orientation, or apply effects. The examples below are incorrect.



Color Palette

Primary

#E8471B · RGB 232, 71, 27 · CMYK 0, 69, 88, 9

Text

#16161D

RGB 22, 22, 29
CMYK 24, 24, 0, 89

Background

#F5F6F8

RGB 245, 246, 248
CMYK 1, 1, 0, 3

Dark Gray

#4D4D4D

RGB 77, 77, 77
CMYK 0, 0, 0, 70

Gray

#787B82

RGB 120, 123, 130
CMYK 8, 5, 0, 49

Typography - Primary

IBM Plex Serif

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ()

Regular, Semi Bold / Georgia, Times New Roman

Regular **Hamburgevons**

Semi Bold **Hamburgevons**

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

Typography - Secondary

IBM Plex Sans

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ()

Regular, Semi Bold, Bold / Helvetica Neue, Arial

Regular **Hamburgevons**

Semi Bold **Hamburgevons**

Bold **Hamburgevons**

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

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