



Brand Guide

Master Logo



The full logo features both the icon and the wordmark. It should be used in all cases possible, unless legibility becomes an issue. To ensure the logo stands on its own, please leave at least **x/3** worth of space around it.

Logo Variations

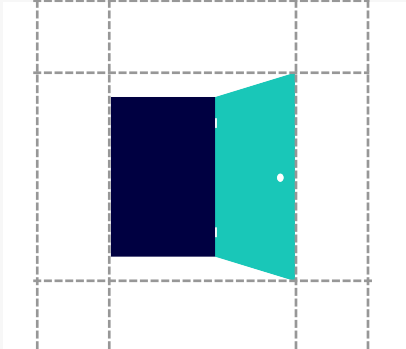
Use the horizontal combination if vertical space is limited.



Colorful backdrop



Dark backdrop



Logo mark only



Horizontal layout:
default



Horizontal layout:
colorful backdrop



Horizontal layout:
dark backdrop

Theme Colors



PRIMARY COLOR

Payday Green

#08C991
R8 G201 B145
C96 M0 Y28 K21



PRIMARY COLOR

Ocean Blue

#0181FF
R1 G129 B255
C100 M4 Y90 K0



PRIMARY COLOR

Navy

#12396F
R18 G57 B111
C84 M49 Y0 K56



ACCENT COLOR

Sunny Side Yellow

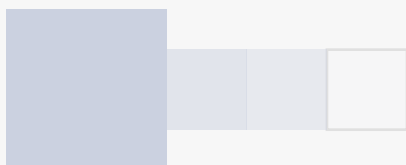
#FCB757
R252 G183 B87
C0 M27 Y65 K1



TYPOGRAPHY

Charcoal Grey

#4C4A4D
R76 G74 B77
C1 M4 Y0 K70



BACKGROUNDS

Linen Grey

#CBD1E0
R203 G209 B224
C9 M7 Y0 K12

Gradient Colors



Alert Colors



CRITICAL ACTION

#D22345
R210 G35 B69
C0 M83 Y67 K18



WARNING

#DB9E3E
R219 G158 B62
C0 M28 Y72 K14



SUCCESS

#32A55A
R50 G165 B90
C70 M0 Y45 K35

Aa

OPEN SANS

H1 | Open sans semi bold | 42 pt | Line height: 57 pt

The quick brown...

H2 | Open sans semi bold | 30 pt | Line height: 41 pt

The quick brown fox...

H3 | Open sans regular | 20 pt | Line height: 27 pt

The quick brown fox jumps over the...

Body | Open sans regular | 14-16 pt | Line height: 19-22 pt

The quick brown fox jumps over the lazy dog. The...

Menu | Open sans semi-bold | 16 pt | Line height: 22 pt

The quick brown fox jumps over the lazy dog...

Button | Open sans | 14 pt | Line height: 19 pt

The quick brown fox jumps over the lazy dog. The...

Hyperlink | Open sans regular (underlined) | 14-16 pt | Line height: 19 pt

[The quick brown fox jumps over the lazy dog. The quick...](#)

Caption | Open sans (uppercase) | 13 pt | Line height: 18 pt

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG. THE...

Caption | Open sans (uppercase) | 13 pt | Line height: 18 pt

The quick brown fox jumps over the lazy dog. The quick...

Icons

