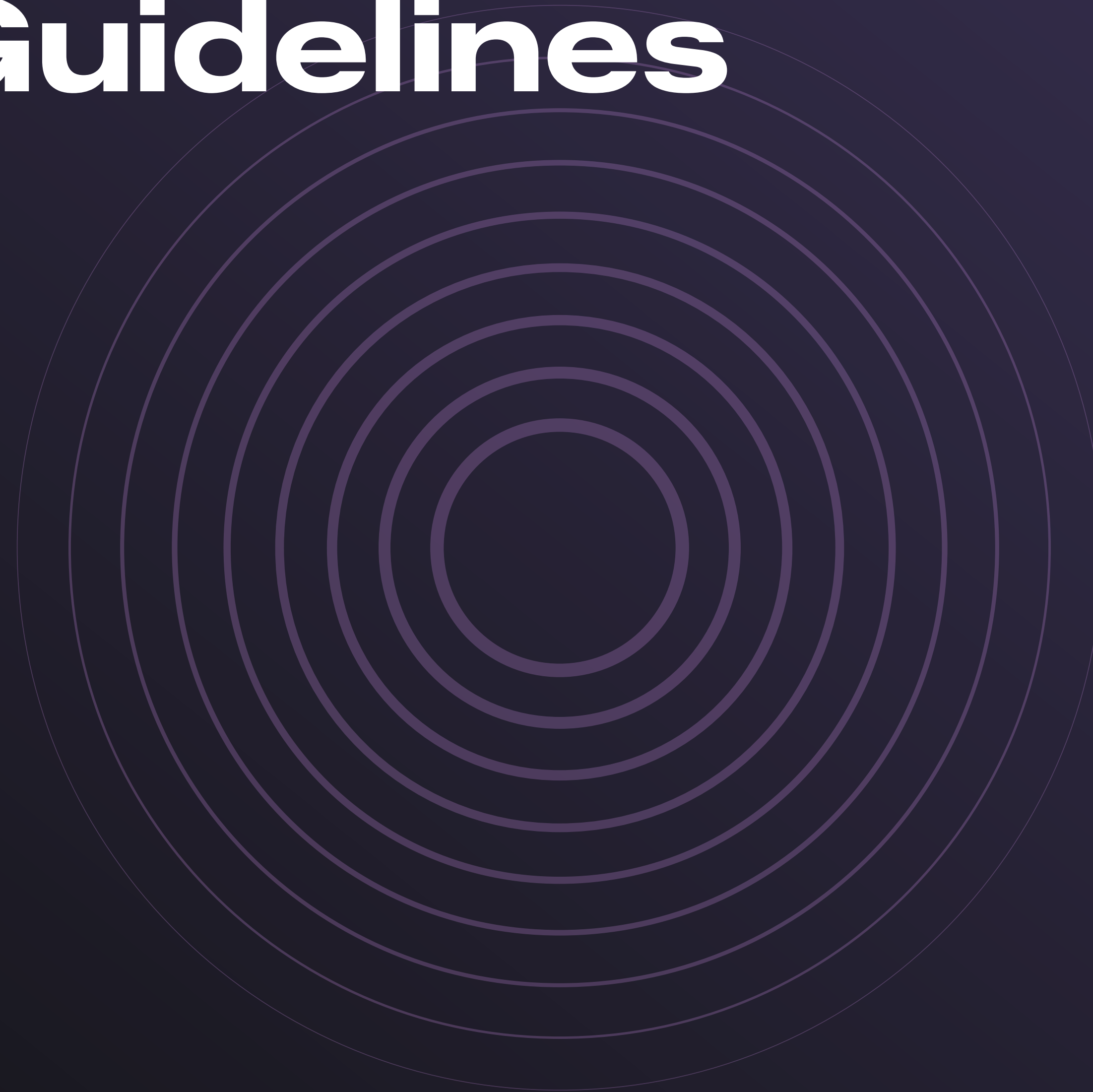


Brand Guidelines



1 —

Logo System



Logo System

1.1 — Logo

This section presents the official primary version of the logo. It serves as the standard version to be used in most digital applications, ensuring consistent brand recognition across all touchpoints.



1.2 — Logo Variations

This section displays all approved logo variations. Each variation includes its specific recommended context of use, so the logo remains legible and appropriate in every situation.

Main logo - Full color and reverse

Monochrome

Symbol



1.2 — Logo Variations

Main logo - Full color

The logo has these **three main colors**, which can be used in any circumstance as long as the contrast with the background is guaranteed.



Cold neutral 500
#1F2028



Beige 600
#B9B293



Purple 400
#562C72



1.2 — Logo Variations

Main logo - Reverse color

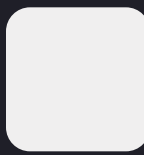
The reverse version of the main logo is intended for use on dark or high-contrast backgrounds where the primary logo would not ensure sufficient visibility.

 Warm neutral 100
#F1F0F0



 Warm neutral 100
#F1F0F0



 Warm neutral 100
#F1F0F0



1.2 — Logo Variations

Monochrome

The monochromatic logo should be used when the full-color version is not suitable, such as in single-color printing, high-contrast backgrounds, or production limitations. It ensures clarity, consistency, and strong brand recognition across different applications.

 **Pure Black**
#000000

 **Pure White**
#ffffff



1.2 — Logo Variations

Symbol

The logo must be used in its full version whenever possible. The symbol version is used as a complementary element or in situations where the legibility of the full version is compromised.

COMPLETE VERSION



SYMBOL VERSION



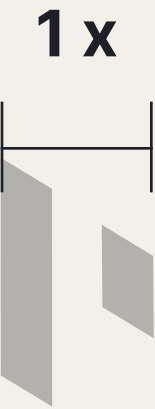
1.3 — Clear Space & Partners

This section defines the **required clear space around the logo** and provides guidelines for its use alongside partner brands. Maintaining proper spacing and alignment ensures clarity, balance, and visual integrity in all co-branded applications.

PARTNERS



CLEAR SPACE



1.4 — Minimum Size

This section specifies the **smallest permitted dimensions for digital screens**, including high-density/retina displays. Respecting these minimum sizes prevents loss of legibility and preserves brand quality.

Minimum size for logo use: 16px



1.5 — Logo Usage

This section defines the correct use of our logo to ensure consistency and protect our brand identity. The following **Don'ts** and **Do's** outline approved applications and common mistakes to avoid.



⊘ Don't distort the logo in any way



⊘ Don't change letter spacing



⊘ Don't add drop shadow



⊘ Don't add any kinf of gradients or use random colors



⊘ Don't change the position of the elements



⊘ Don't change the original solid color with outline



⊘ Don't place the logo against any background that doesn't create contrast





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2 — Color System



2.1 — Primary Colors

This section lists the core brand colors that define the visual identity. These colors are intended for the most **prominent elements** and must always use the exact HEX or RGB values provided.

Purple

Beige

Purple 200 #B47ECB	Purple 500 #3E1F53	Purple 700 #240F3B
Beige 200 #F3F1E8	Beige 500 #D9D5C8	Beige 600 #B9B293

2.2 — Secondary Colors

This section presents the supporting/secondary color palette. These colors complement the primaries and follow a clear usage hierarchy to maintain visual balance and overall brand coherence.

Dark blue

Dark blue 300

#465A8D

Dark blue 400

#2A3C6C

Dark blue 500

#162143

2.3 — Neutral Colors

This section covers the neutral tones used for **backgrounds, body text, secondary text, borders, and dividers**. Neutrals create a readable foundation and allow primary and accent colors to stand out effectively.

Cold neutral

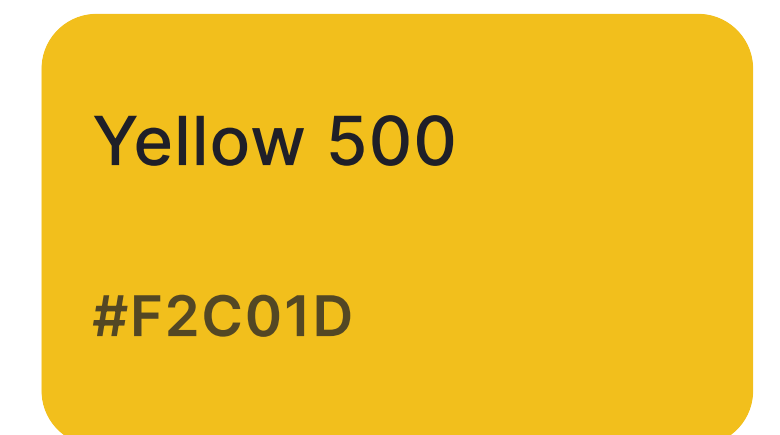
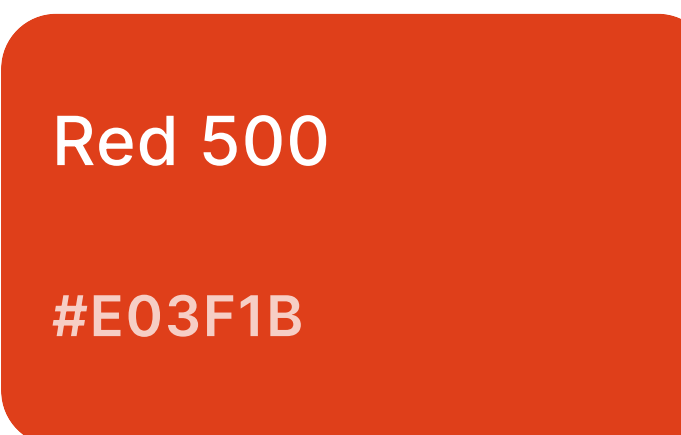
Warm neutral

Cold neutral 800 #090A16	Cold neutral 500 #1F2028	Cold neutral 300 #6B6C7D	Cold neutral 25 #F6F7FC
Warm neutral 500 #BBB7B7	Warm neutral 200 #E5E5E5	Warm neutral 100 #F1F0F0	Warm neutral 25 #FFFFFF

2.4 — Accent Colors

The accent colors are intended for general communication purposes and should be used selectively to create emphasis where needed. They are reserved for **small, meaningful elements such as tags, divider lines, small headings, or subtle visual highlights.**

These **colors should not dominate layouts** or be applied to large areas. Instead, they should support clarity, hierarchy, and key messaging in a controlled and intentional way.



3 —

Typography



3.1 — Primary Typeface

Inter is used for body text and general content. It ensures readability, clarity, and consistency across all communications. It should be applied to paragraphs, long-form text, captions, and supporting information.

Zalando Sans Expanded is used for titles, headings, and key highlights. It provides strong visual presence and helps establish hierarchy and emphasis within layouts.

Donwload Inter - <https://fonts.google.com/specimen/Inter>

Donwload Zalando Sans Expanded - <https://fonts.google.com/specimen/Zalando+Sans+Expanded>

Note: The typographic sizes provided are reference guidelines. Depending on the specific format, platform, or context, sizes may be adjusted as needed. However, the defined hierarchy and proportional relationships between elements should always be maintained.

H1 – Main Title

Zalando Sans Bold — 40–48px

H2 – Section Title

Zalando Sans Bold — 28–32px

H3 – Subheading

Zalando Sans Regular — 20–24px

Body Large

Inter Regular — 18px

Body

Inter Regular — 16px

Caption / Small Text

Inter Regular — 12–14px

3.2 — Web-Safe Alternatives

In cases where the **primary typefaces are not available** (e.g., system limitations, email clients, third-party platforms), the following alternatives should be used:

Inter fallback: Arial, Helvetica, sans-serif

Zalando Sans fallback: Arial Black, Helvetica Bold, sans-serif

These alternatives ensure visual consistency and maintain a similar tone and readability when the primary fonts cannot be implemented.

The use of other typefaces is not recommended unless technically required.

Zalando Sans Bold — 40–48px

Arial Black — 40–48px

Inter Regular — 18px

Arial Regular — 18px

