



**ANAPAYA**



**Brand Style Guide**

**October 2021**

LOGO



# PRIMARY LOGO

Positive



Negative





# HORIZONTAL LOGO

Positive



Negative



# HORIZONTAL LOGO

## CLEAR SPACE



## FAVICON



# LOGO

## BLACK & WHITE

### PRIMARY LOGO

Positive



Negative



### HORIZONTAL LOGO

Positive



Negative



# TYPOGRAPHY





# TYPOGRAPHY

## Montreux Classic Soft



Headlines

### DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



Text

### BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



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# COLORS



# COLORS

## Primary Colors



**Pantone 532C**  
RGB: 28.31.42  
HEX: 1C1F2A



**Pantone 534 C**  
RGB: 27.54.93  
HEX: 1B365D



**Pantone 2945 C**  
RGB: 22.90.151  
HEX: 165A97



**Pantone 2925 C**  
RGB: 0.156.222  
HEX: #009CDE

## Secondary Colors



**Pantone ?**  
RGB: 169.67.168  
HEX: A943A8



**Pantone ?**  
RGB: 223.91.56  
HEX: DF5B38



**Pantone ?**  
RGB: 112.173.71  
HEX: 70AD47

## Secondary Tints



**Pantone ?**  
RGB: 102.41.101  
HEX: 662965



**Pantone ?**  
RGB: 158.54.26  
HEX: 9E361A



**Pantone ?**  
RGB: 65.101.41  
HEX: 416529



**Pantone ?**  
RGB: 243.226.243  
HEX: F3E2F3



**Pantone ?**  
RGB: 249.226.220  
HEX: F9E2DC



**Pantone ?**  
RGB: 233.243.226  
HEX: DEEDD4

## Tertiary / Background Colours



**Pantone ?**  
RGB: 236.157.136  
HEX: EC9D88



**Pantone ?**  
RGB: 136.199.236  
HEX: 88C7EC



**Pantone ?**  
RGB: 221.222.223  
HEX: DDEDDF

## Gradient



**Gradient**

# PRODUCT LOGOS



# PRODUCT LOGOS

Positive



Positive



Negative



Negative



# PRODUCT LOGOS

## CLEAR SPACE



# PRODUCT LOGOS

BLACK & WHITE

Positive



Positive



Negative



Negative

