

# BRANDING / LOGO

## IDEAM



### Colour Palette

HEX	RGB	CMYK
#28708F	40 132 141	85 17 85 17
#CC794D	204 123 77	17 46 80 1
#EB988A	235 155 138	10 34 10 10

### Typography

**Vantely Personal use**

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

### Colour Version

Four square panels showing the 'ideam' logo in different color schemes: 1. Teal text and icon on a white background. 2. White text and icon on a teal background. 3. Orange text and icon on a black background. 4. Black text and icon on a white background.

### DO & Don't

Do's	Don'ts
<p>Space around the logo</p>	<p>Minimal size</p>
<p>Light/Dark background</p>	<p>Do not place logo on colored background</p>
<p>Do not stretch</p>	<p>Do not stretch</p>

