

BRAND GUIDELINES



Hanna XP Consulting

www.hannaxp.com

LOGO DESIGN



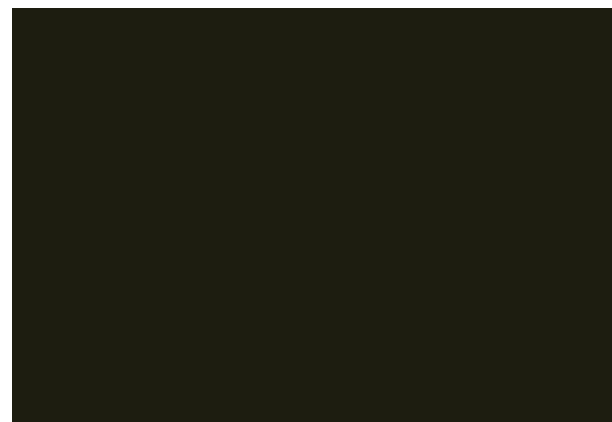
THE LOGO USAGE



- Never stray from the color palette
- Never use the design on similar colored backgrounds
- Never remove the white from the logo

- Never stretch or distort the logo
- Never switch the colors
- Never add other elements
- Never crop or cut off any parts of the logo

COLOR PALETTE



PANTONE BLACK C

C: 0 Y: 0
M: 0 K: 89

HEX #1D1D1D



MEDIUM PURPLE C
PANTONE 2607 C

C: 45 Y: 0
M: 100 K: 50

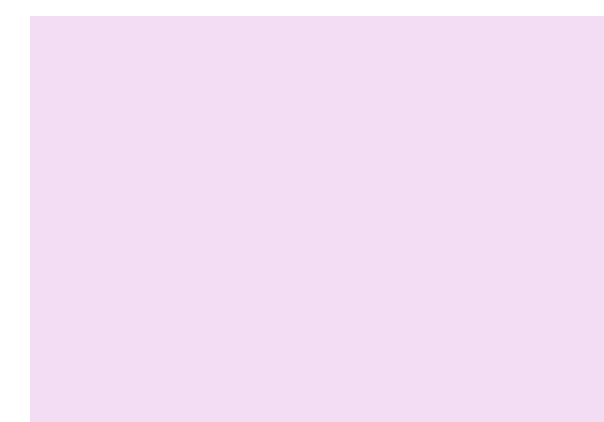
HEX #4D0080



PANTONE 2612 C

C: 6 Y: 0
M: 73 K: 44

HEX #85278E



PANTONE 7436 C

C: 1 Y: 0
M: 9 K: 4

HEX #F2DDF4

THE FONTS



Headlines - 50px

Oswald

Subheadings - 35px

Oswald

Body - 16px

Neuzeit-grotesk is the font used in paragraph text in the body portion of the website.