

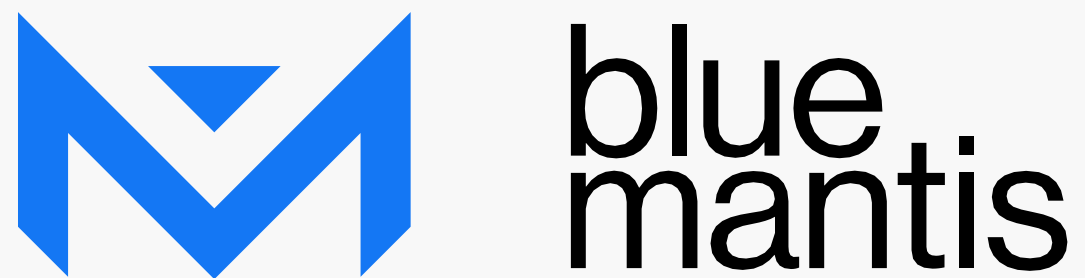


Brand Guidelines

Primary logo:

Full Color

Use this color and orientation of the logo
whenever and wherever possible.



Colorways

These are approved colorways that maintain contrast with the background.

Full color - light background



White logo over blue



Black logo over orange



Full color - dark background



Clear Space

The clear space around the logo and between the mark and symbol is equal to 3X the width of a the mantis arm.



Typography

The chosen typeface for the brand is Neue Haas grotesk, a modern take on classic swiss typography.

Should this font not be available in any case, use system font Helvetica.

Neue Haas Grotesk

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Helvetica


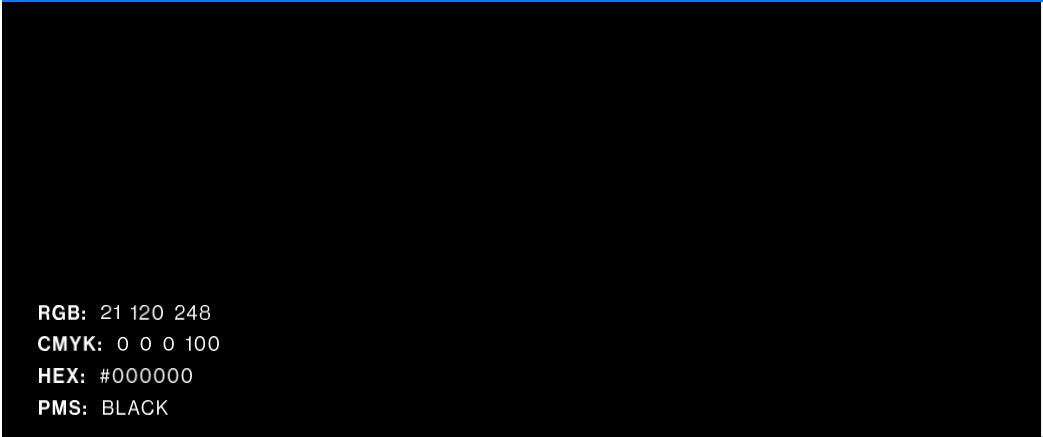
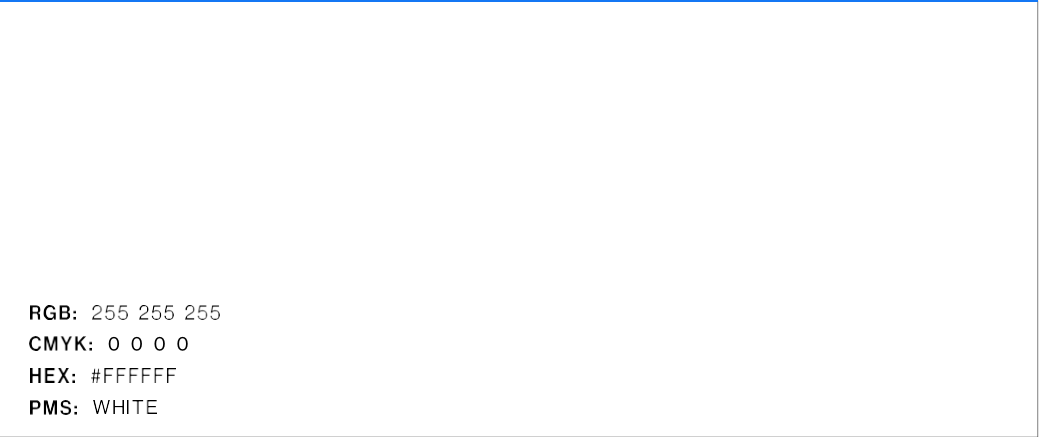
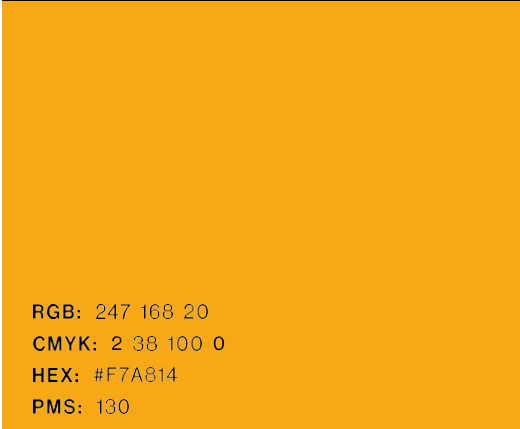

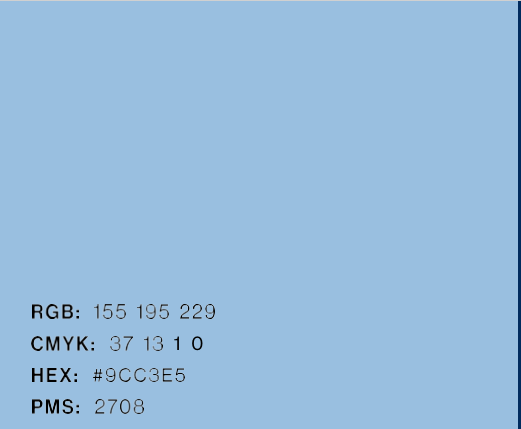
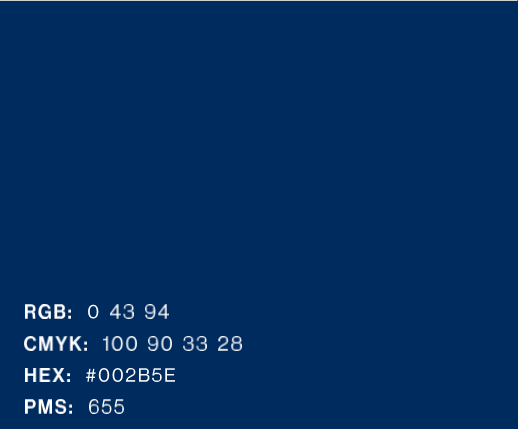
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Color

Our colors are comprised of the main blue for the brand with the addition of an orange accent.

For print purposes, use CMYK and Pantone (PMS) colors. Digital applications will use RGB and HEX values.

 RGB: 21 120 248 CMYK: 90 47 0 0 HEX: #1578F8 PMS: 285			
 RGB: 21 120 248 CMYK: 0 0 0 100 HEX: #000000 PMS: BLACK		 RGB: 255 255 255 CMYK: 0 0 0 0 HEX: #FFFFFF PMS: WHITE	
 RGB: 247 168 20 CMYK: 2 38 100 0 HEX: #F7A814 PMS: 130	 RGB: 217 217 217 CMYK: 13 10 10 0 HEX: #D9D9D9 PMS: COOL GRAY 1	 RGB: 155 195 229 CMYK: 37 13 1 0 HEX: #9CC3E5 PMS: 2708	 RGB: 0 43 94 CMYK: 100 90 33 28 HEX: #002B5E PMS: 655



Thank you.

For more information contact:
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