



BRAND KIT

VISUAL IDENTITY (BASIC)

Primary Palette

Only use these colours for text and logos.

Castle Red
#CE1D13

Dark (not black)
#101010

Light (not white)
#FCFCFF

Secondary Palette

You may use these colours sparingly on print or when contrast is needed digitally.

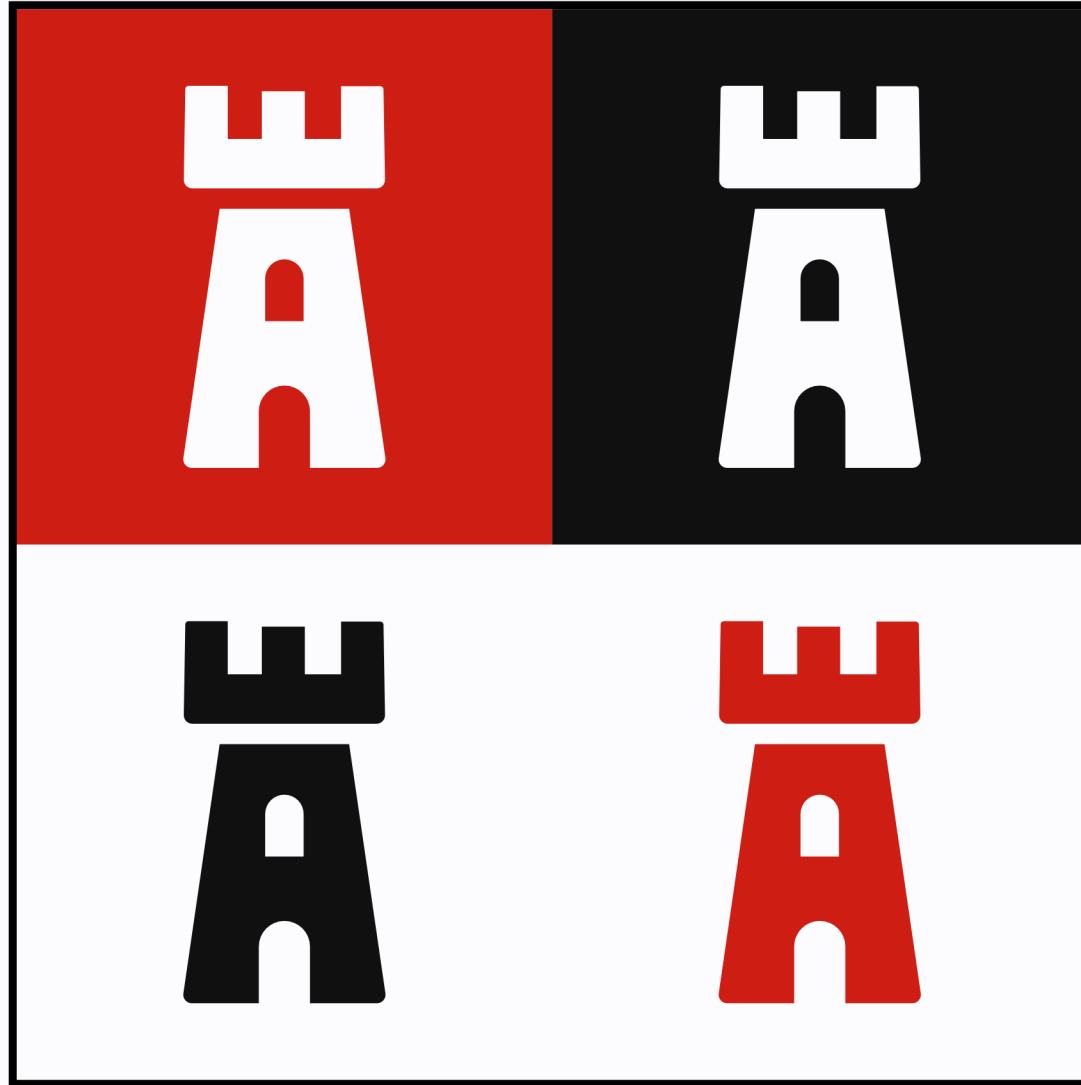
Pure White
#FFFFFF

Muted Text
#4C4C4C

Light Contrast
#F0F0F3

Icon Use

Icons can be used on colours as shown below.



Logos Do's

Logos can be used on colours as shown below.



Logo Don'ts

Do not add outlines or shadows, change colours, edit or change fonts, or remove text.



Fonts

Inter is the main font family. You can use a wide range of weights, but make sure you keep contrast.

Inter Black (#FCFCFF)

Inter Extra Bold

Inter Bold

Inter SemiBold

Inter Medium

Inter Regular

Inter Light

Inter Extra Light

Inter Thin

Inter Black (#FCFCFF)

Inter Extra Bold

Inter Bold

Inter SemiBold

Inter Medium

Inter Regular

Inter Light

Inter Extra Light

Inter Thin

Inter Black (#101010)

Inter Extra Bold

Inter Bold

Inter SemiBold

Inter Medium

Inter Regular

Inter Light

Inter Extra Light

Inter Thin

Inter Black (#4C4C4C)

Inter Extra Bold

Inter Bold

Inter SemiBold

Inter Medium

Inter Regular

Inter Light

Inter Extra Light

Inter Thin