

Logo



Dark

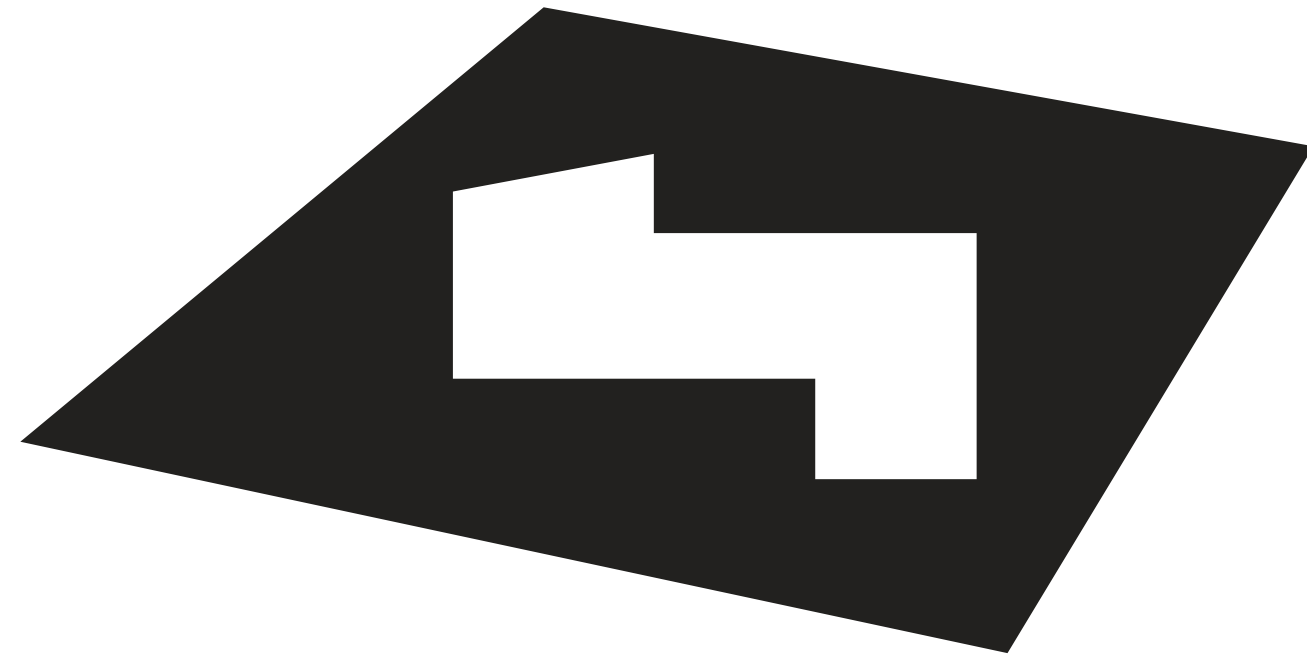


Light

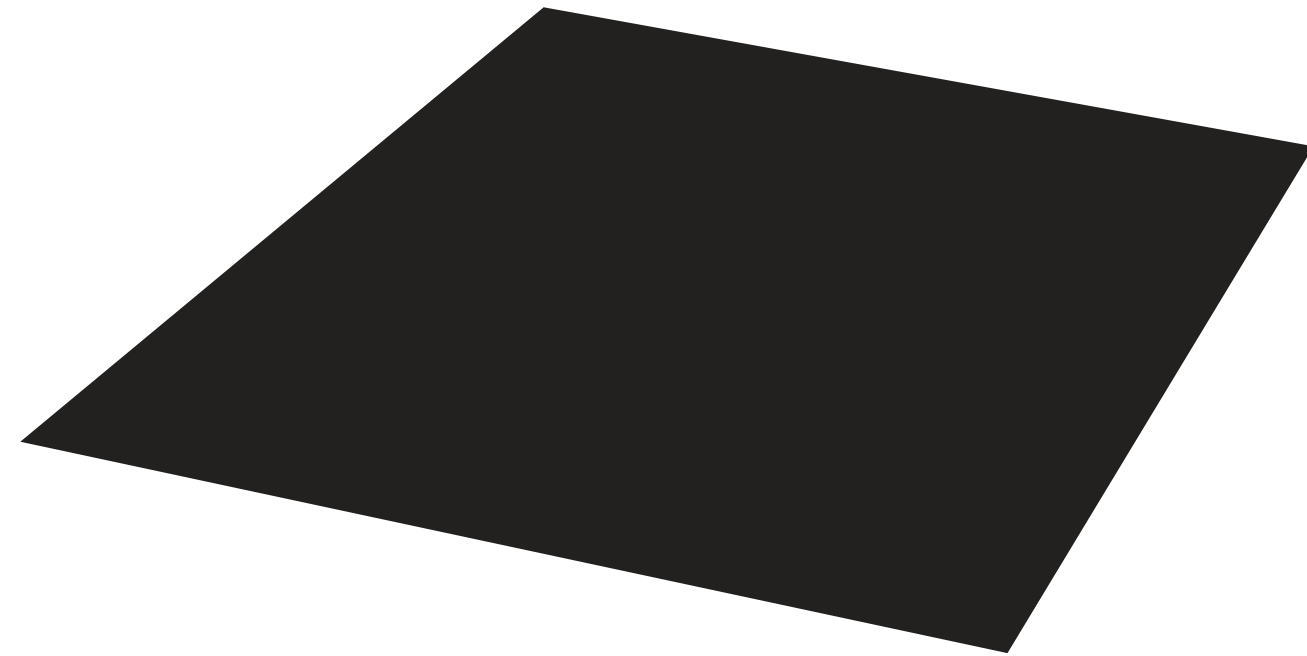


Color

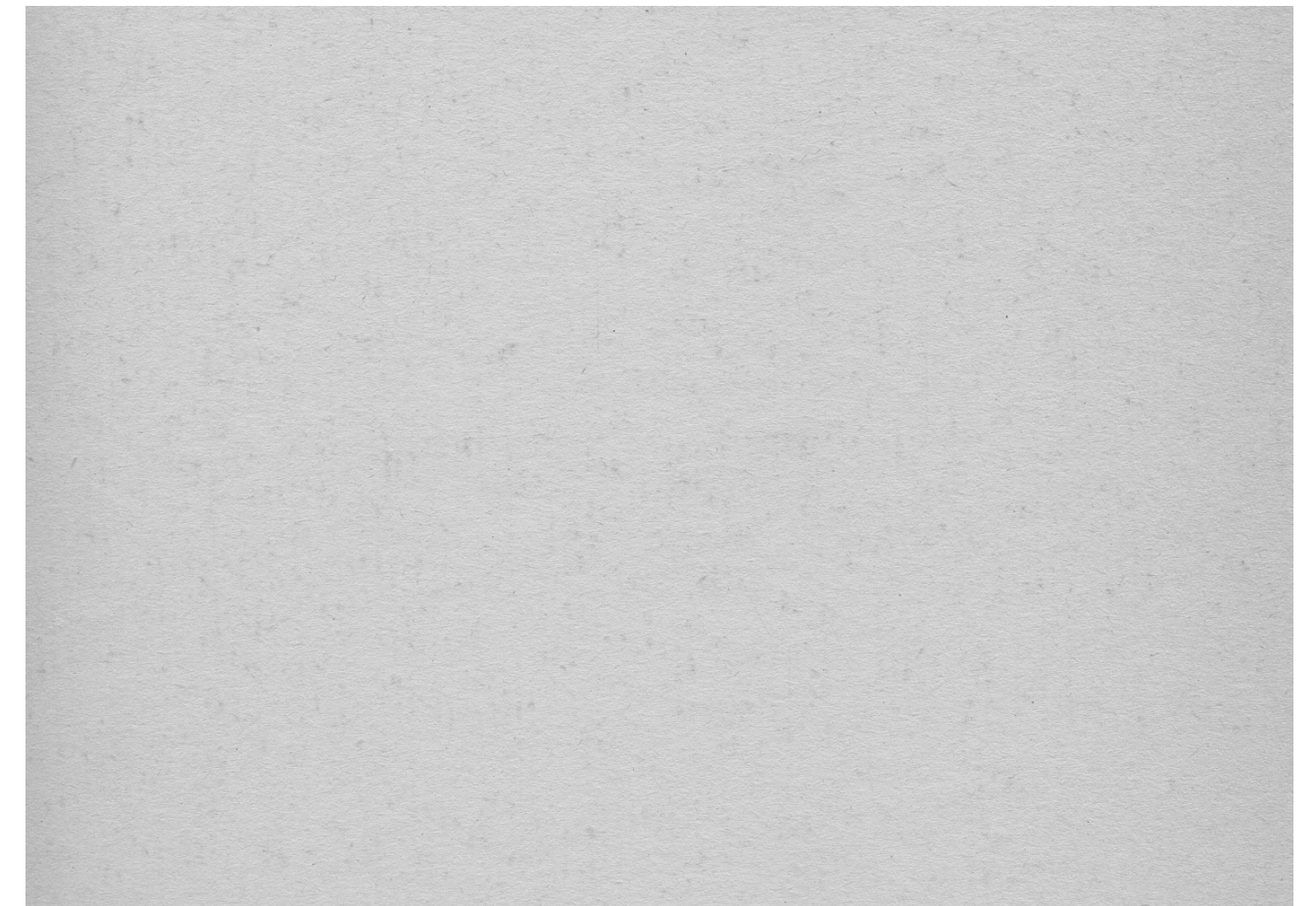
Design Elements



The Mark



The Plot



Texture

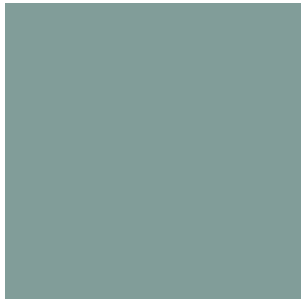
Colors



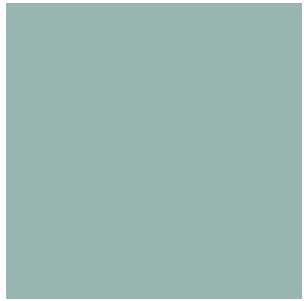
Black
RGB: 34 33 30
CMYK: 70 65 67 74
HEX: 22211E



Slate
RGB: 108 103 94
CMYK: 55 50 58 52
HEX: 6C675E



Egg Blue - dark
RGB: 129 157 153
CMYK: 56 26 40 1
HEX: 819D99



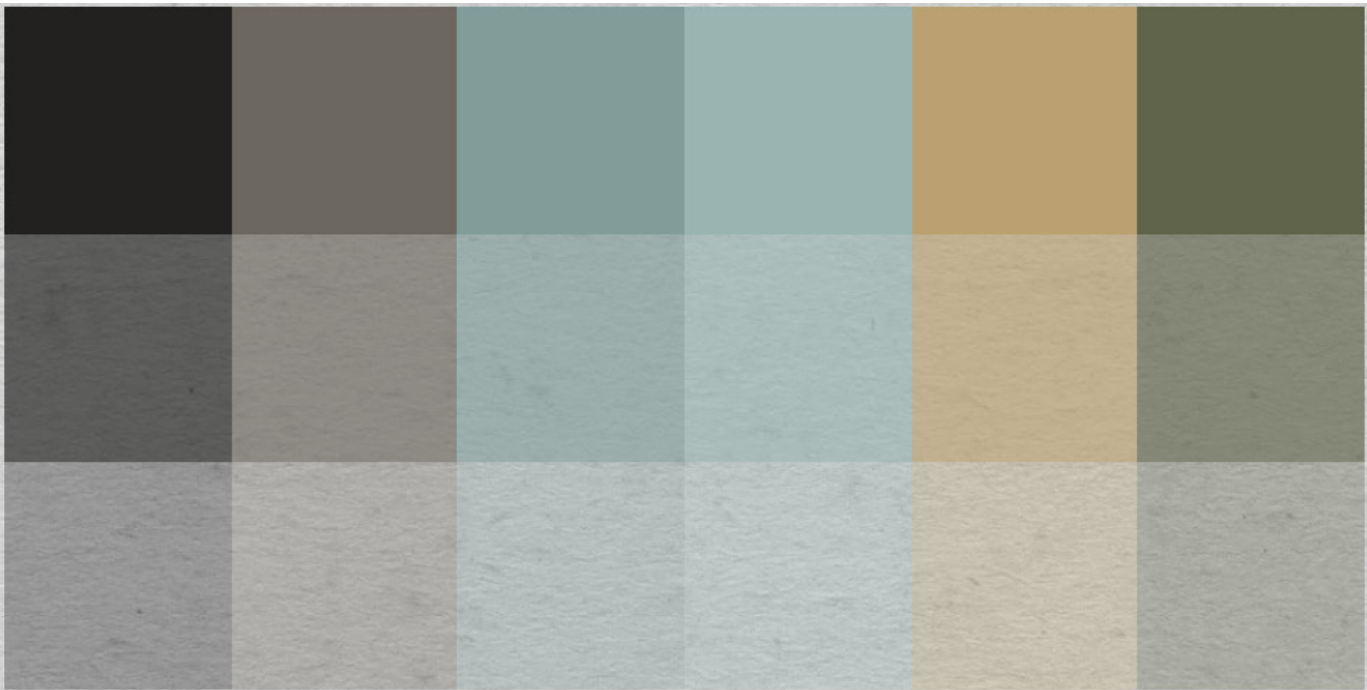
Egg Blue - light
RGB: 152 181 177
CMYK: 45 16 30 0
HEX: 98B5B1



Yellow
RGB: 186 161 113
CMYK: 26 34 67 1
HEX: BAA171



Olive
RGB: 96 100 74
CMYK: 59 44 75 28
HEX: 60644A



Fonts

Alice

Headings

Sub headings

Numbers: 0 1 2 3 4 5 6 7 8 9

Almarai

Section headers - bold

Body copy - light