

**AVEMIO**

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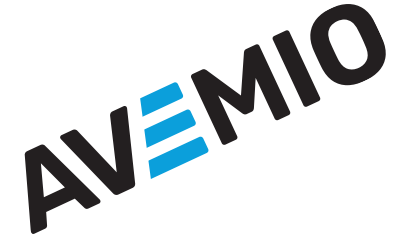
# Safe Zone

Ensure you are giving the logo the appropriate spacing to other objects. There should be space the size of "x" between the logo and any other element



# Prohibited use of the logo

Do not rotate the logo



Do not skew or warp the logo



Do not change or alter the colors



Do not apply filters



No similar background colors



# Colors

Our primary color is Abaddon Black. It is supported by Atmosphere, Aquarelle Purple, Alice Blue, Deutzia White,



## ABADDON BLACK

#231f20

RGB 35, 31, 32

CMYK 0, 11, 9, 86

Contrast 16.30 (AAA)



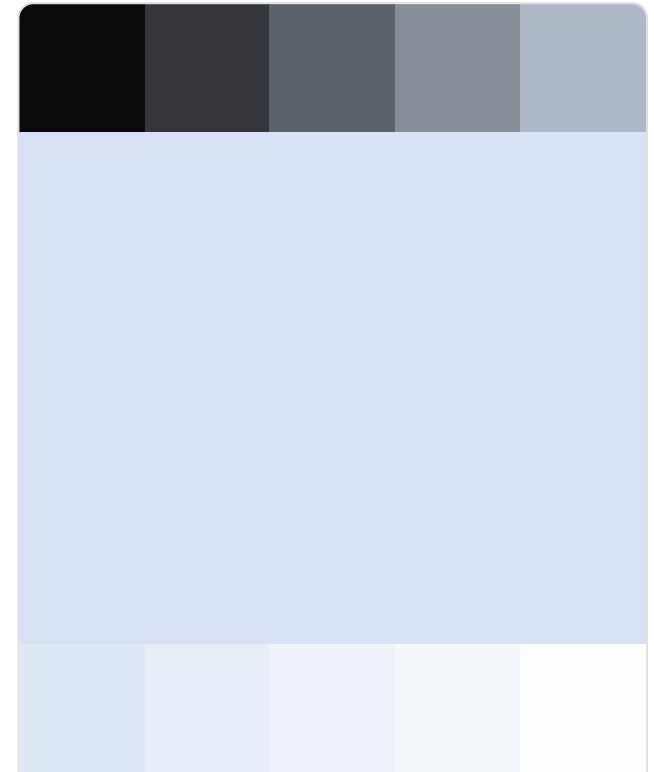
## ATMOSPHERE

#0b9fdb

RGB 0, 153, 221

CMYK 95, 27, 0, 14

Contrast 3.00 (AA+)



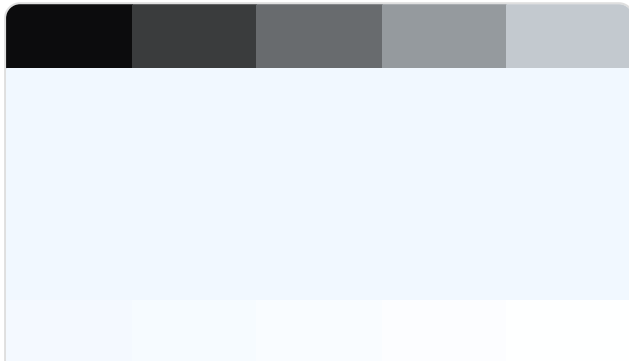
## AQUARELLE PURPLE

#D7E3F4

RGB 216, 225, 241


CMYK 12, 7, 0, 4

Contrast 1.30 (FAIL)



A color swatch for Alice Blue. It features a vertical bar on the left with five grayscale steps from black to white. The main area is a light blue gradient that transitions to white at the bottom.

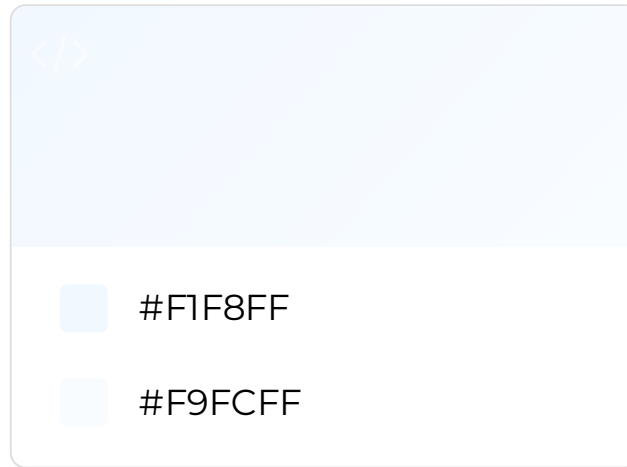
**ALICE BLUE**  
#F1F8FF  
RGB 240, 248, 255  
CMYK 5, 3, 0, 0  
Contrast 1.07 (FAIL)



A color swatch for Deutzia White. It features a vertical bar on the left with five grayscale steps from black to white. The main area is a light green gradient that transitions to white at the bottom.

**DEUTZIA WHITE**  
#F7FCFC  
RGB 247, 252, 254  
CMYK 2, 0, 0, 1  
Contrast 1.04 (FAIL)

# Gradients





# Fonts

**Aa**

**Montserrat Bold**

**Aa Bb Cc Dd Ee Ff**

**Gg Hh Ii Jj Kk Ll**

**Mm Nn Oo Pp Qq Rr**

**Ss Tt Uu Vv Ww Xx**

**Yy Zz**

**Aa**

**Montserrat Semi-Bold**

**Aa Bb Cc Dd Ee Ff**

**Gg Hh Ii Jj Kk Ll**

**Mm Nn Oo Pp Qq Rr**

**Ss Tt Uu Vv Ww Xx**

**Yy Zz**

**Aa**

**Montserrat Regular**

**Aa Bb Cc Dd Ee Ff**

**Gg Hh Ii Jj Kk Ll**

**Mm Nn Oo Pp Qq Rr**

**Ss Tt Uu Vv Ww Xx**

**Yy Zz**

# Typographic Scale

Our typographic scale is built on the Minor third ratio, which has a scale factor of 1.200. It ensures our text will look harmonious and avoids scenarios where it's hard to tell our headings apart.

h1 2.49em (39.813px)

## Lorem ipsum

h2 2.07em (33.178px)

### Lorem ipsum dolor

h3 1.73em (27.648px)

#### Lorem ipsum dolor sit amet

h4 1.44em (23.04px)

#### Lorem ipsum dolor sit amet, consectetur adipiscing

h5 1.2em (19.2px)

#### Lorem ipsum dolor sit amet, consectetur adipiscing

Body text 1em (16px)

Lorem ipsum dolor sit amet, consectetur adipiscing

Caption text 0.83em (13.333px)

Lorem ipsum dolor sit amet, consectetur adipiscing

Small print 0.69em (11.111px)

Lorem ipsum dolor sit amet, consectetur adipiscing

# Tone of Voice

Our tone of voice provides a set of core elements to define quality writing across all touchpoints, as well as supporting elements to convey the best of our brand personality to the world.

## Vibrant

Enthusiastic and motivational

## Considerate

Everyone is the same

## Sympathetic

Relaxed and cheerful

## Passionate

Friendly and willing