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Compass365

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# BRAND GUIDELINES

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MARCH 2024

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# WHAT ARE BRAND GUIDELINES?

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Brand guidelines provide the established official policies and standards for Compass365's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of Compass365's logo, colors, fonts, and visual messaging.

Brand guidelines ensure that all marketing and communications for Compass365 are accurate and stay on-brand.

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# LOGO

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A logo is the visual representation of the company. It can be used on all print media, all advertising platforms, websites, and other external communications.

## **LOGO PLACEMENT GUIDELINES:**

- It should not be placed with another graphic or edited to create a new image.
  - For legibility, keep the area around the logo clear.
  - The logo colors can not be changed or modified. Use only the provided official images.
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# STANDARD LOGO

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Stacked logo



Horizontal logo

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# MONOCHROMATIC LOGO

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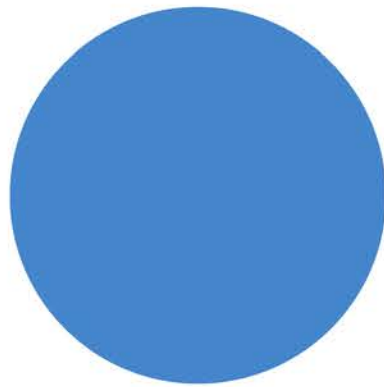
Monochromatic logo colors cannot be changed beyond these options.

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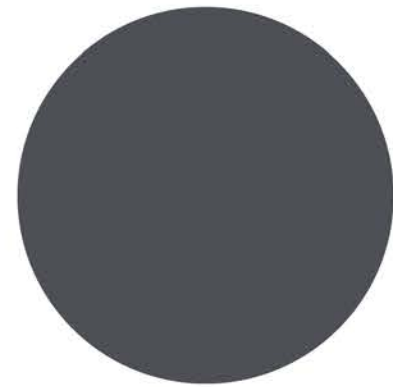
# COLOR PALETTE

The color palette sets a visual tone for the company's brand. Colors can also create a strong brand recall when it is associated with your brand.

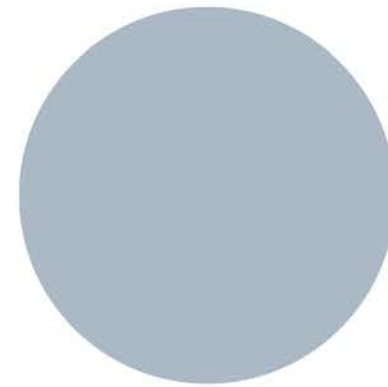
## MAIN COLOR



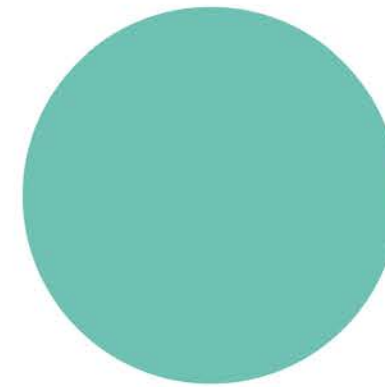
Cyan-Blue Azure  
HEX: #4686CC  
HSV: 211, 66, 80



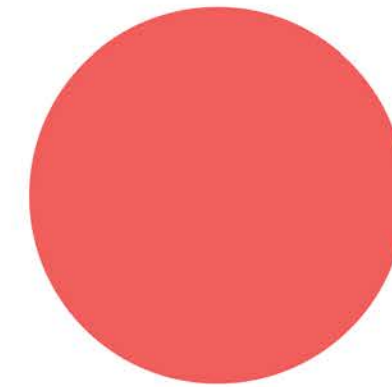
Independence  
HEX: #4F5156  
HSV: 235, 22, 40



Pastel Blue  
HEX: #ADB9C6  
HSV: 211, 13, 78



Green Sheen  
HEX: #70C1B3  
HSV: 170, 42, 76



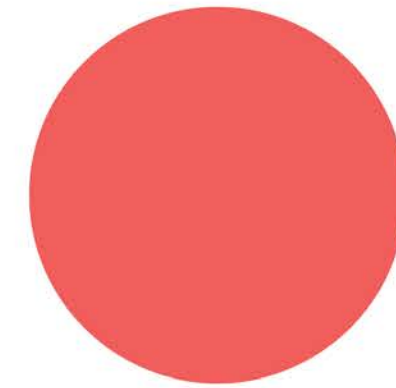
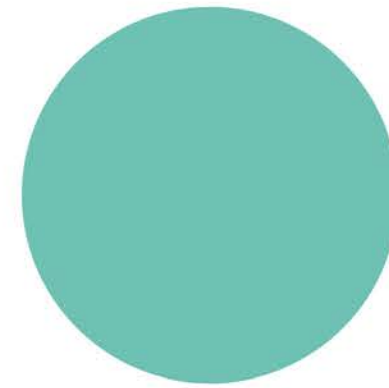
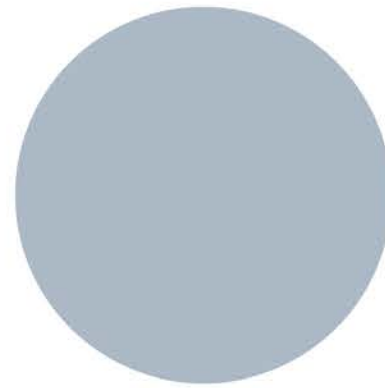
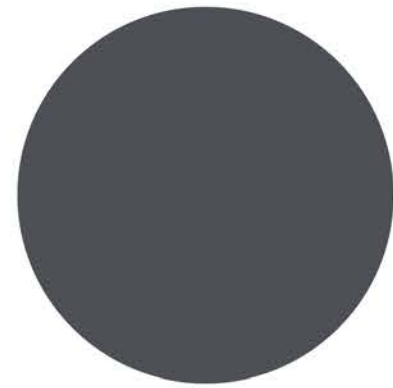
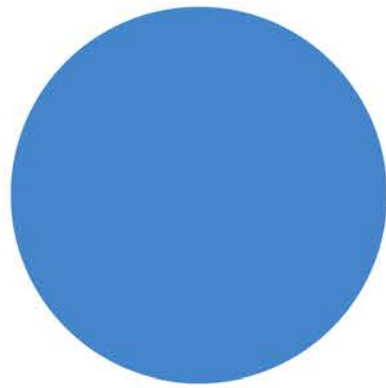
Sunset Orange  
HEX: #F25F5C  
HSV: 1, 62, 95

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# COLOR PALETTE GUIDELINES

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## MAIN COLOR



- **Cyan-Blue Azure:** The main brand color, used as the primary color in designs and the logo.
  - **Independence:** A darker color, suitable for accents, borders, or backgrounds where a deeper tone is needed.
  - **Pastel Blue:** A lighter color, useful for backgrounds or subtle accents where a softer touch is desired.
  - **Green Sheen:** A complementary color that adds balance and diversity, can be used for accents or to provide a refreshing contrast to the main color.
  - **Sunset Orange:** A contrasting color that adds vibrancy and energy to the palette, suitable for highlighting important elements or calls to action.
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# TYPOGRAPHY

## PRIMARY FONT

Prompt is the primary font. It can be used in various weights in everything from headlines to body copy.

**Prompt Bold**

**Prompt Regular**

**Prompt Medium**

Prompt Light

*Prompt Italic*

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# SECONDARY FONT

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## SECONDARY FONT

If you're using Microsoft packages or don't have a font license, you can use the secondary font.

For digital communications, such as email, digital screens and Microsoft Office documents, use Arial.

**Arial Bold**

Arial Regular

*Arial Italic*

***Arial Bold Italic***

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