

Brand Style Guide v.1



Logotype

ardenna

ardenna

Icons



Typography

Fieldwork Geo Family
Primary for headers, sub headers
and body copy.

Aa |

Fieldwork Geo Demibold

AaBbCcDdEeFfGgHhIiJjKkLlOoPpQqRrSsTtUuVvWwXxYyZz

Brand Colors

Hex Code
#31B7E7

R 49
G 183
B 231

C 66
M 7
Y 2
K 0

Hex Code
#08254F

R 8
G 37
B 79

C 100
M 89
Y 39
K 39

Hex Code
#ffffff

R 255
G 255
B 255

C 0
M 0
Y 0
K 0

Hex Code
#54565a

R 84
G 86
B 90

C 66
M 57
Y 51
K 29

Hex Code
#b1b1b1

R 177
G 177
B 177

C 31
M 25
Y 26
K 0