

EMERGING

BRAND  
GUIDELINES



# Logo Options

## Full Logo

Carefully designed in all uppercase in Gotham font.  
Spacing should remain as is.



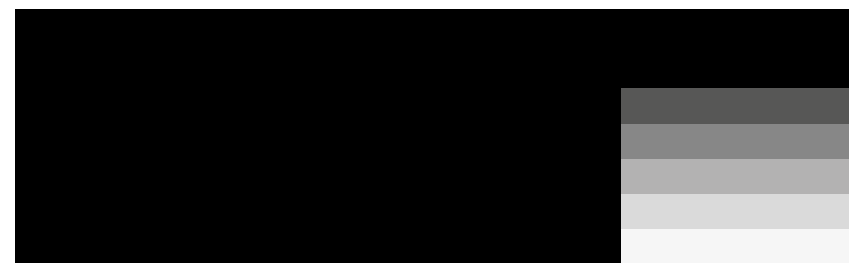
# Color Palette

## Brand Colors

Corporate colors are a color scheme that your brand adopts as a key visual element of your corporate identity.

## Primary: Black

#0c031b



Solid Color

Color Gradients

## Secondary: Option A



#afd2e9



#0a2342



#897c70



#53563c

## Secondary: Option B



#363635



#119da4



#0a2342



#0b6e4f



#53563c

## Secondary: Option C



#363635



#0a2342



#47682c



#6a0136

## Secondary: Option D



#3b0d11



#0a2342



#1e3f20



#bc5529

## Secondary: Option E



#33658a



#86bbd8



#758e4f



#f4b849



#f2743e

# Typography & Fonts

# Font Hierarchy

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Font\_01 :  
Gotham

Use for the logo and  
headlines.

Gotham - Bold

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

Gotham - Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

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Font\_02 :  
Proxima Nova

Used for subtitles,  
copy text, and captions.

Proxima Nova - Bold

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z**

Proxima Nova - Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

Headlines

H1 **HEAD.H1**

H2 **Head.h2**

H3 **Head.h3**

H4 **Head.h4**

H5 **HEAD.H5**

H6 **Head.h6**

Copy Text

Copy **Copy Text**

Caption **Small Text**