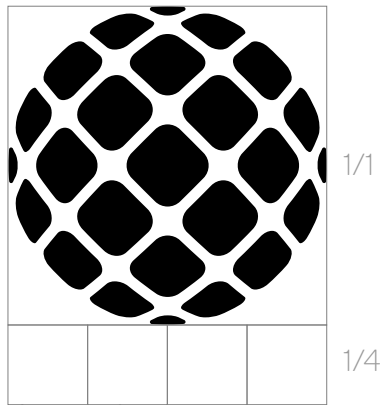




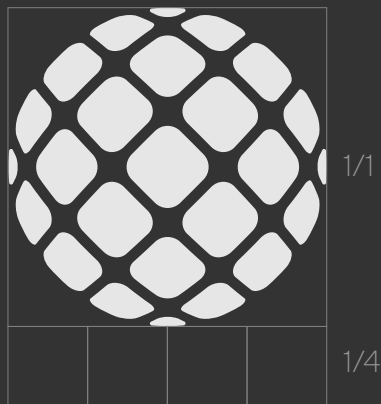
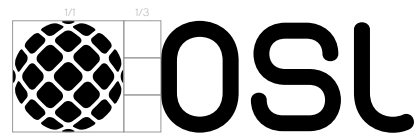
open shading language

brand booklet

Logo



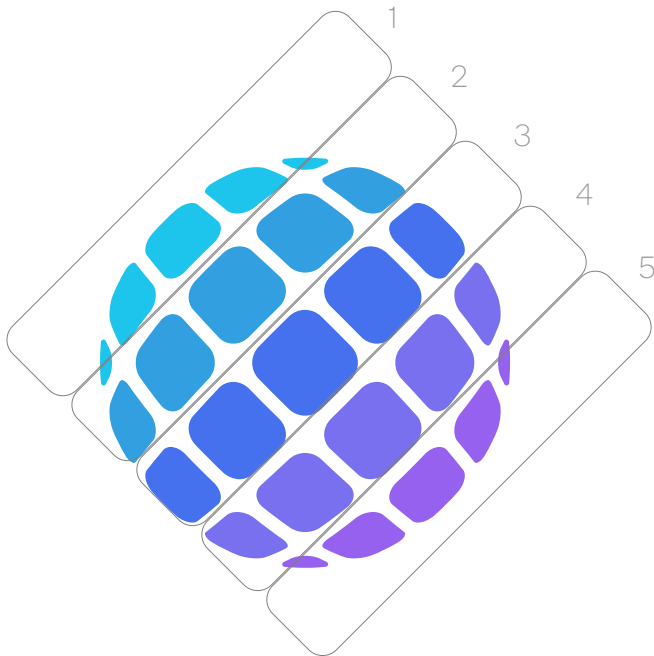
open shading language







open shading language

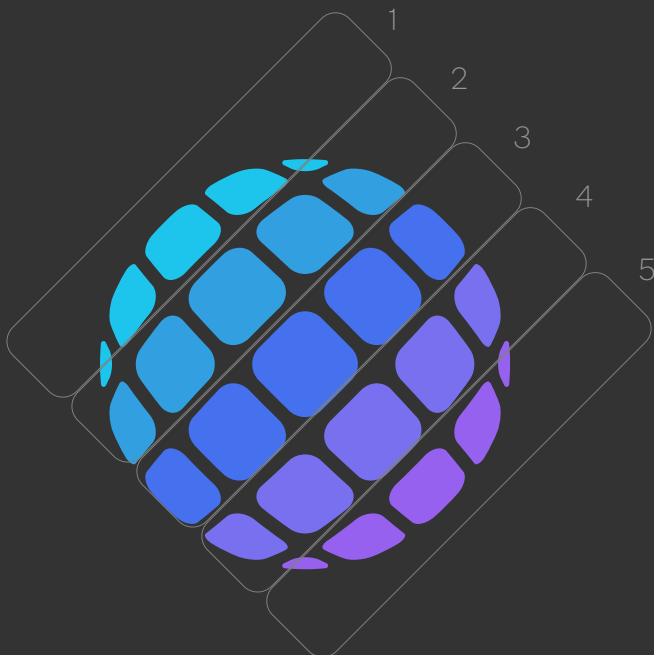


Color



- 1  RGB: 29,197,237
HEX: 1DC5ED
- 2  RGB: 49,159,224
HEX: 319FE0
- 3  RGB: 69,112,238
HEX: 4570EE
- 4  RGB: 120,112,238
HEX: 7870EE
- 5  RGB: 154,89,238
HEX: 9A59EE

3 open shading language

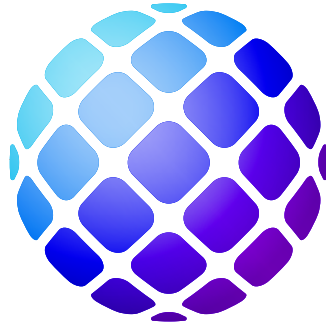


- 1  RGB: 29,197,237
HEX: 1DC5ED
- 2  RGB: 49,159,224
HEX: 319FE0
- 3  RGB: 69,112,238
HEX: 4570EE
- 4  RGB: 120,112,238
HEX: 7870EE
- 5  RGB: 154,89,238
HEX: 9A59EE

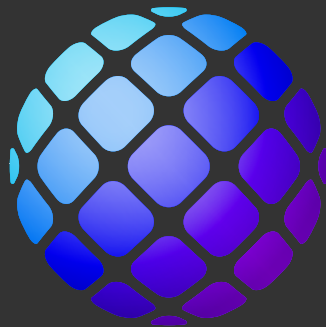
3 open shading language

Shading

The logo could be blend-shaded to give more spherical 3D look. One color black/white or 5 solid color variant (previous page) should be used when the background is busy or to enhance readability of the logo.



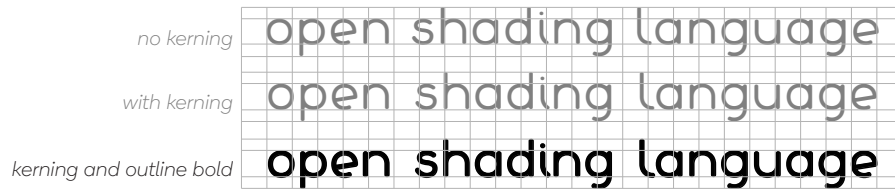
open shading language



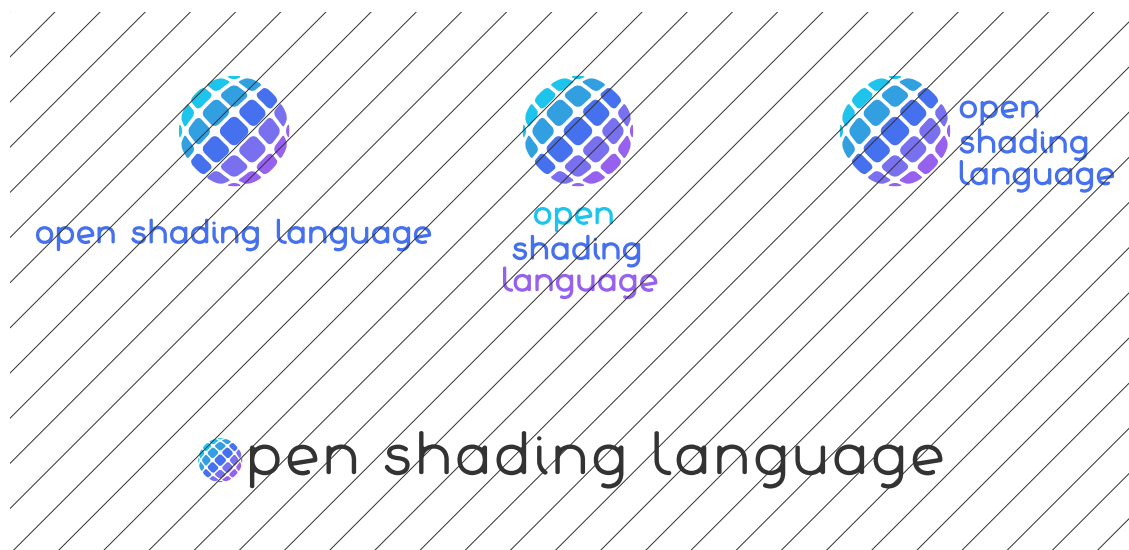
open shading language

Logo use

Do not substitute logo typography with other fonts or change kerning, spacing or baseline. The typography is based on La Chata font that was outlined to add emphasis and make it more pronounced. Always use digital file provided - vector or bitmap form.



Do not change the proportions or mix logo types. Keep the color schemes consistent. Watch out for safe area around logo.



Fonts

Use La Chata font for titles, headings and when emphasis is needed on words or short sentences. Avoid using La Chata to write paragraphs with small type.

La Chata

<https://www.1001fonts.com/la-chata-font.html>

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto is very readable font that is also used by ASWF. It has many variants from thin to bold styles. Roboto should be used for text body and with small type.

Roboto

<https://fonts.google.com/specimen/Roboto>

ABCDEFGHIJKLMNOPQRSTUVWXYZ

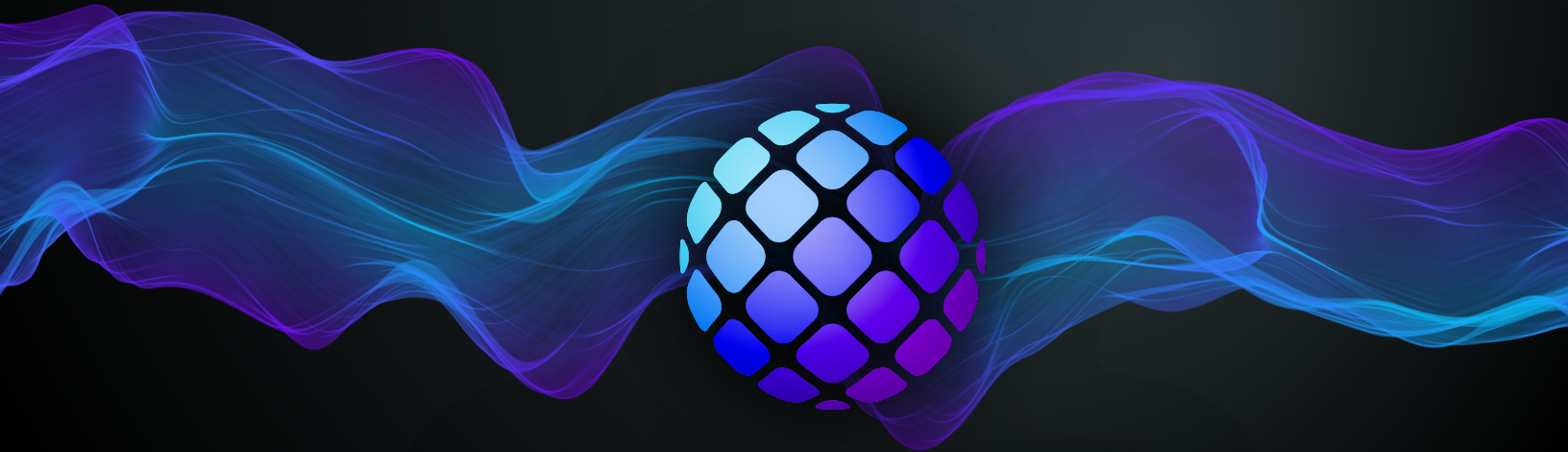
abcdefghijklmnopqrstuvwxyz

0123456789

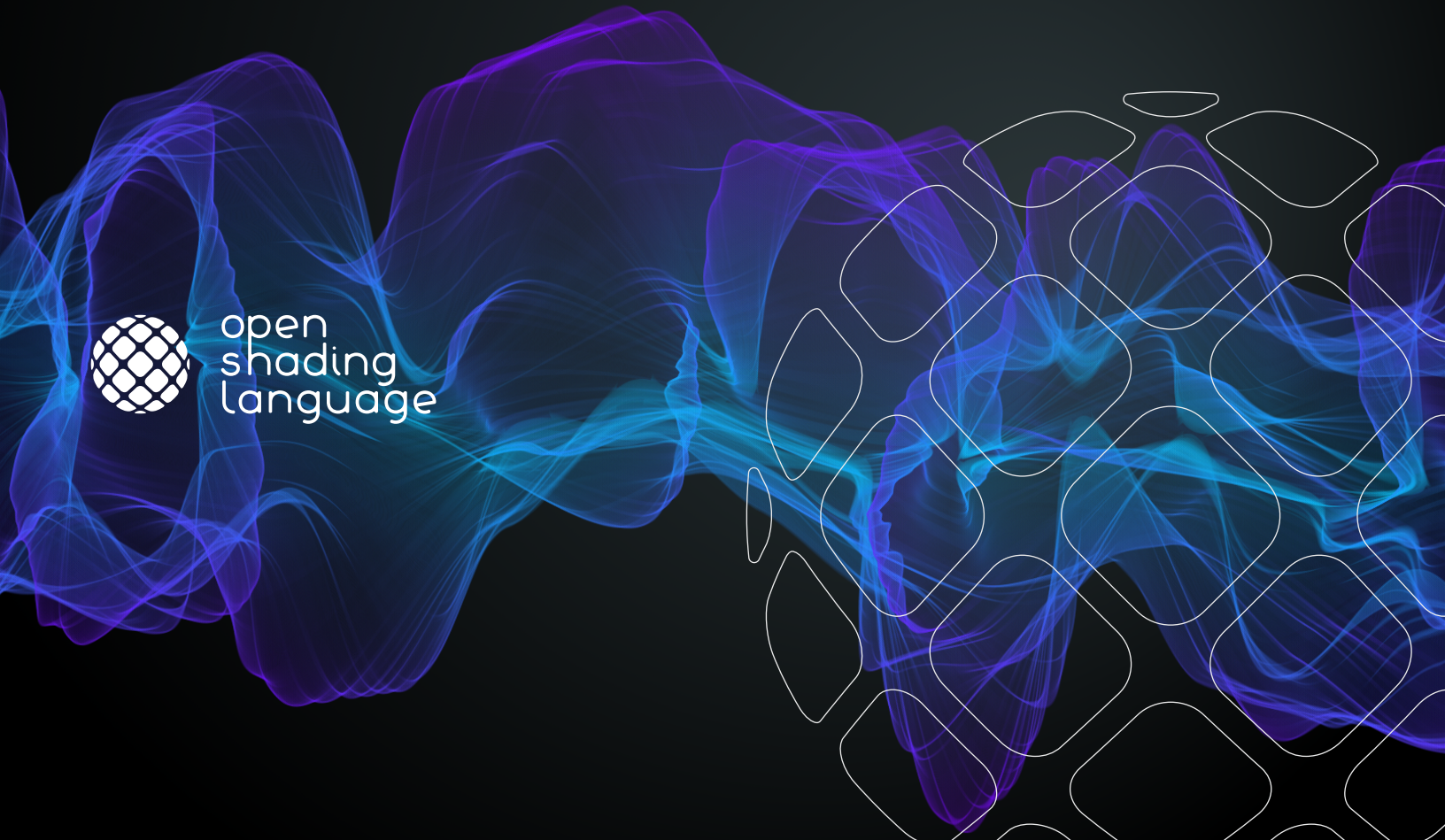
This is a title line in La Chata

SUBTITLE IN CAPITALS IN LA CHATA

Roboto - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.



open shading language



open shading language