



Brand Book



Main Logo

The logo consists of the logomark and logotype.

The main logo is composed of two different color parts that collide and connect to create a third color.



Minimum Size

The smallest acceptable size for our logo is 35 pixels, and it should never be displayed at smaller sizes to ensure visibility and legibility.



Reversed & Single Color Logo

The logo is available in a variety of color combinations. Based on the color of the background, they can be used interchangeably.

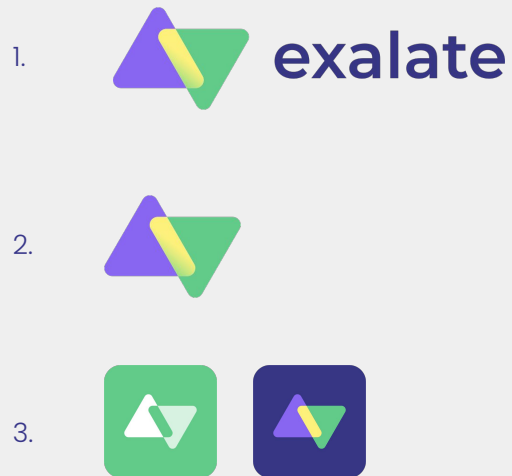
Use the white version of the logo when used against brand background.

Do not recreate it in other colors.



Logo Variations

1. Only a horizontal version of the logo is available.
2. The logo symbol can be used separately from the lettermark.
3. Simplified logo versions are also available to be used on:
 - Social media profiles
 - Stamps and stickers
 - Website or document footers
 - Small prints and platforms





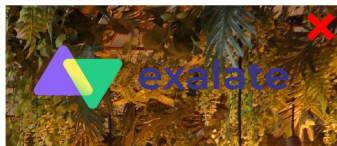
Logo on Backgrounds

Examples are provided to illustrate how to use the logo on backgrounds with solid colors and gradients.

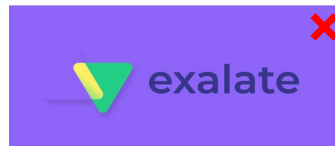


Don'ts

Do not recreate your own color or gradient background combinations.



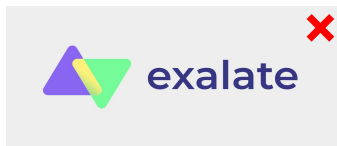
Don't place the logo against any background that doesn't create contrast



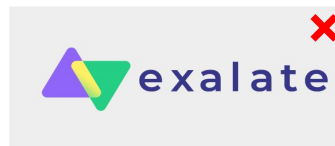
Don't place the logo against any background that merge with the logo



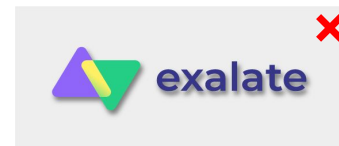
Don't place the logo against any background that merge with the logo



Don't change brand colors



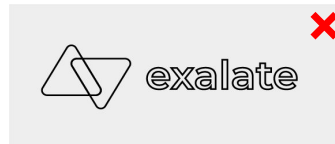
Don't change letter spacing



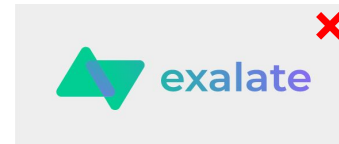
Don't add drop shadow



Don't distort the logo in any way



Don't change the original solid color with an outline



Don't use gradient all over

Color Palette



Primary Colors

These are our main colors. They are used to identify and differentiate our brand.



EXALATE GREEN

#24ce84
R: 36 G: 206 B: 132
C: 68 M: 0 Y: 67 K: 0
PANTONE 7479 C



EXALATE DEEP PURPLE

#383689
R: 56 G: 54 B: 137
C: 95 M: 95 Y: 9 K: 1
PANTONE 7672 C



EXALATE BRIGHT PURPLE

#8f64f9
R: 143 G: 100 B: 249
C: 60 M: 66 Y: 0 K: 0
PANTONE 265 C

Secondary Colors

The secondary colors are used to highlight elements, give our designs greater depth and visual appeal.

We have two yellows in this category that can be chosen freely, according to the desired effect on the layout.

PRO TIP

Yellow should never be used as a text on a white background.



BRIGHT YELLOW

#FFF066
R: 255 G: 240 B: 102
C: 2 M: 0 Y: 73 K: 0
PANTONE 100 C



DEEP YELLOW

#FFC200
R: 255 G: 194 B: 0
C: 0 M: 22 Y: 100 K: 0
PANTONE 7548 C

Accent Colors

These are a broader set of color choices, used to complement our main brand palette.

These colors are used to highlight certain elements and add dynamism to illustrations, data visualization, graphics, and other layouts.

They are used sparingly and purposefully. They should not be used on all materials and never used for texts.



MAGENTA
#e812dd
R: 232 G: 18 B: 255
C: 16 M: 85 Y: 0 K: 0
PANTONE 807 C



DEEP MAGENTA
#AD1D6F
R: 173 G: 29 B: 111
C: 30 M: 100 Y: 26 K: 2
PANTONE 675 C



NEON GREEN
#06FF8E
R: 6 G: 255 B: 142
CMYK: not available
PANTONE 802 C



BLUE
#4080FF
R: 64 G: 128 B: 255
C: 72 M: 38 Y: 0 K: 0
PANTONE 279 C

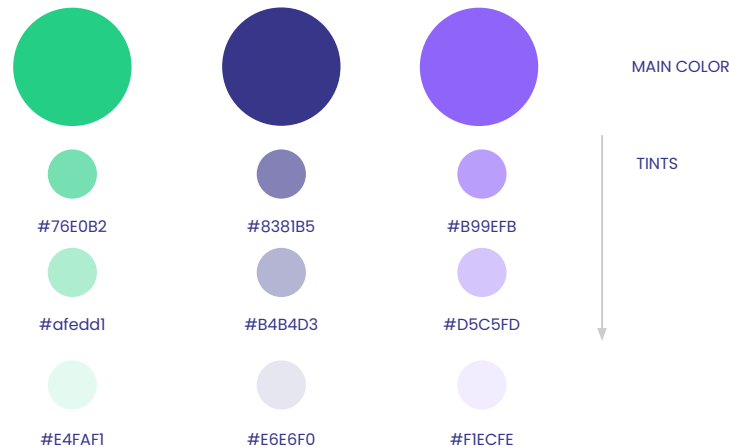
PRIMARY COLORS

Tints

Exalate colors are powerful and intentionally designed to stand out. They should always be the first option when designing anything.

That being said, there may be occasions when a softer version of the colors is required — for legibility or to achieve the desired aesthetic of the design.

For such occasions, you can substitute the main shades with one of the tint colors available.



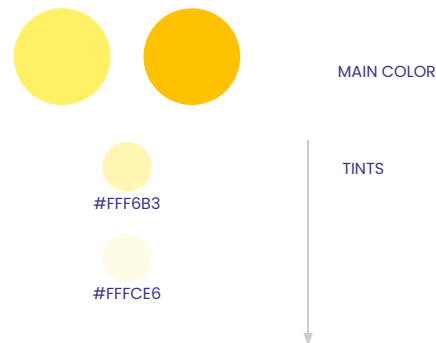
SECONDARY COLORS

Tints

Exalate colors are powerful and intentionally designed to stand out. They should always be the first option when designing anything.

That being said, there may be occasions when a softer version of the colors is required — for legibility or to achieve the desired aesthetic of the design.

For such occasions, you can substitute the main shades for one of the tint colours available.



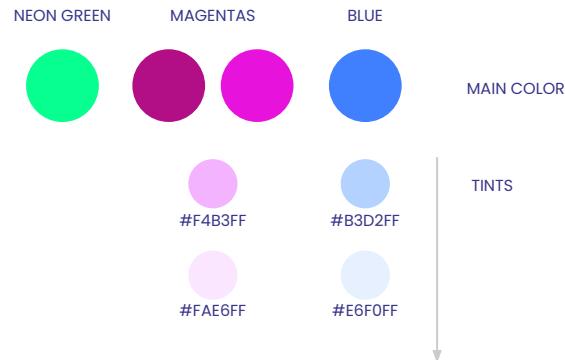
ACCENT COLORS

Tints

Exalate colors are powerful and intentionally designed to stand out. They should always be the first option when designing anything.

That being said, there may be occasions when a softer version of the colors is required — for legibility or to achieve the desired aesthetic of the design.

For such occasions, you can substitute the main shades for one of the tint colours available.



Gradients

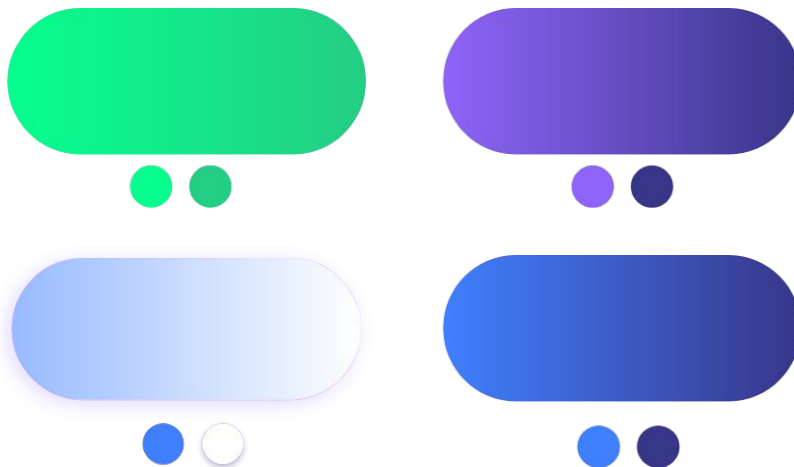
Gradients are visually appealing and attention-grabbing.

Color gradients allow us to incorporate a wide variety of colors in our designs instead of just one.

We leverage the energy of these vibrant color transitions to elevate (rather than dominate) our brand design and to stand out.

We can use them to add depth to a flat design, to add visual interest to a solid color background, or as an overlay.

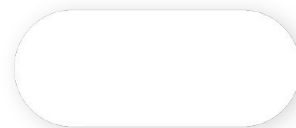
We keep in mind that gradients tend to look much better on screen than they do in print.



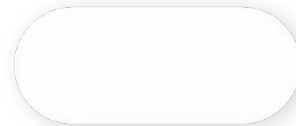
Neutrals

Neutrals are the canvas on which we showcase bolder work. They don't tend to steal the show, and they're barely noticeable, yet often they're the basis of effective design.

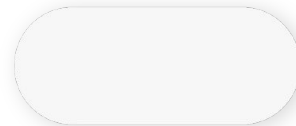
A neutral color makes an excellent and silent background. It lifts up the rest of the design. White or lights shades of grey should be used, depending on the layout.



WHITE
#FFFFFF



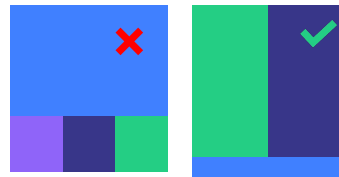
GREY 01
#FDFDFD



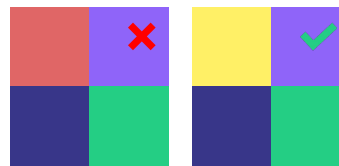
GREY 02
#F7F7F7

Dos & Don'ts

These are some basic rules to follow while creating a material. When in doubt, consult the design team.



Don't use any accent color as main color in a composition. Instead, use it for only ~10%.



Don't add different colors to the palette without previous approval. Use only colors disclosed in this document.

Typography



Headlines

Gilroy

Body Text

Neue Haas Unica

The most powerful integration solution

LIMITLESS FLEXIBILITY, ULTIMATE CONTROL

Improve collaboration between teams and companies. Connect your tools and customize your sync with **the most flexible two-way sync app.**

Typography

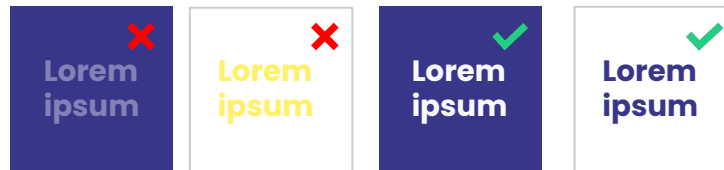
Gilroy and Neue Haas Unica are the main fonts and should be used whenever possible.

In situations where custom fonts cannot be added — like Google Slide or Canva — the Google Font Substitutes should be used (Poppins or Inter).

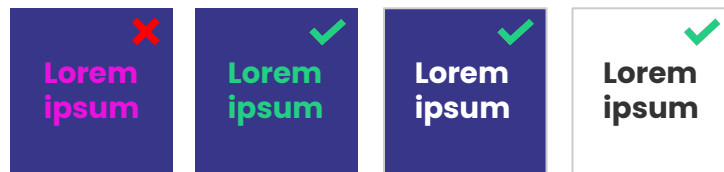
USE	MAIN FONT	GOOGLE FONT SUBSTITUTE
Headlines	Gilroy	Poppins
Texts	Neue Haas Unica	Inter

Dos & Don'ts

These are some basic set of rules to help you when creating a material.
When in doubt, consult the design team.



Don't use low-contrast colors between the text and the background. **Text should always be easy to read.** Aim for higher (but comfortable) contrasting colors.

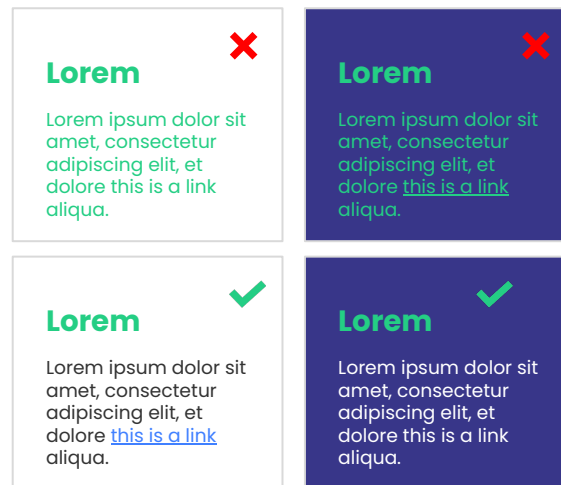


Don't use any accent color on text. It's always safer to go for neutral colors - white, greys or black, depending on the color of the background.
If you're feeling adventurous, you can use one of our primary or secondary colors.

Dos & Don'ts

These are some basic set of rules to help you when creating a material.

When in doubt, consult the design team.



While headings can be more playful, smaller fonts ask for sobriety. Keeping readability in mind, always use a neutral color for body text.



exalate