

MAVEN PROJECT

Brand Guidelines

Full Logo Version



VERTICAL VERSION

Icon & Protection Area



SOCIAL MEDIA & FAVICON

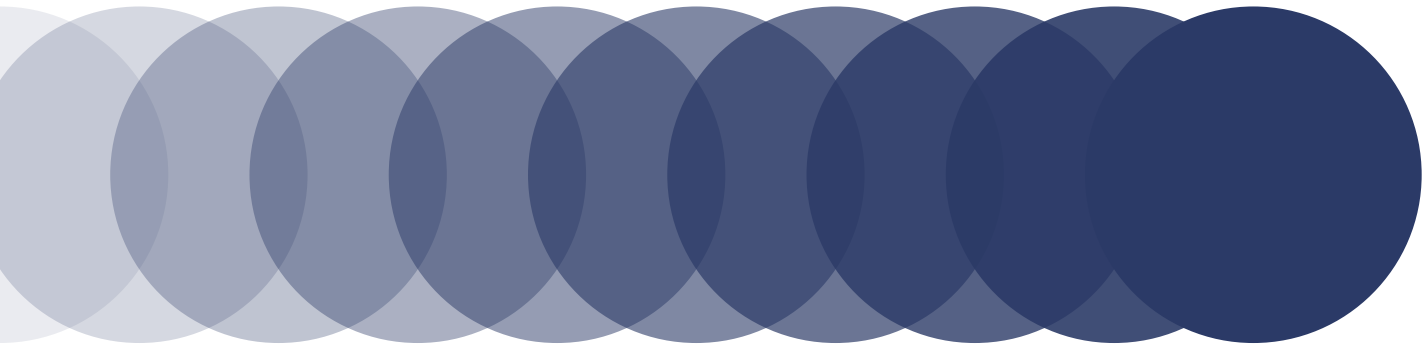


Light & Monochromatic Versions

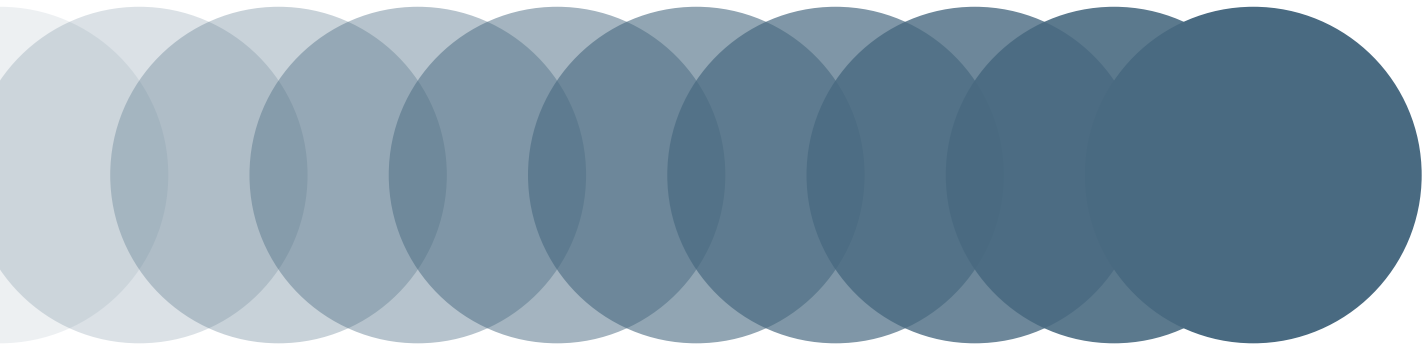


COLOR

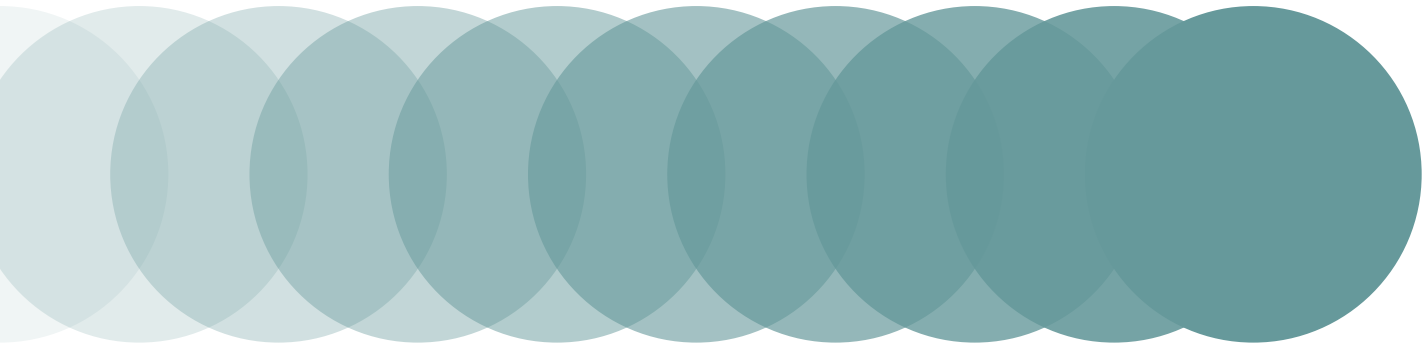
MAIN COLORS



MAVEN BLUE
#2B3A67
C94 M84 Y33 K21



MAVEN TEAL
#496A81
C76 M52 Y35 K11



MAVEN GREEN
#66999B
C63 M27 Y38 K01

HIGHLIGHT COLORS

MAVEN LIGHT GRAY
#FFFBFF
C28 M0 Y6 K0



MAVEN YELLOW
#FFCF43
C0 M18 Y84 K0

TYPOGRAPHY

Aa

Aa

PRIMARY FONT

GOTHAM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COMPLEMENTARY FONT

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



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2021