



Brand Guidelines

Primary logo



Secondary logo



Tool logos



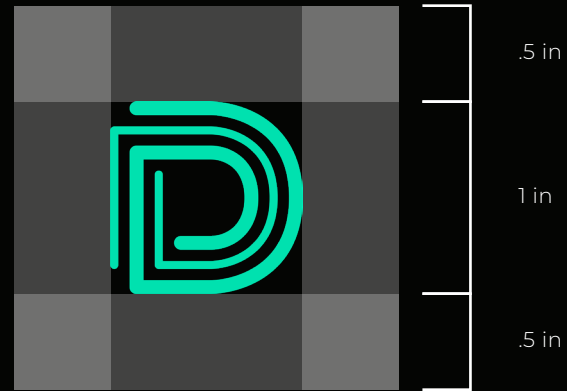
Endorser



Minimum size

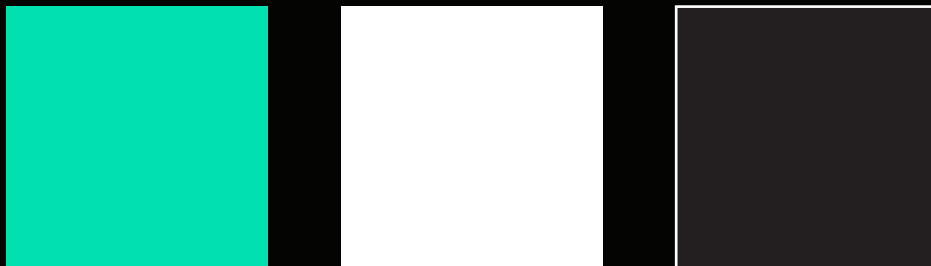
Logos should never appear smaller than .25" in height.

Always leave negative space around the logo equal to approx. one half its height.



COLORS

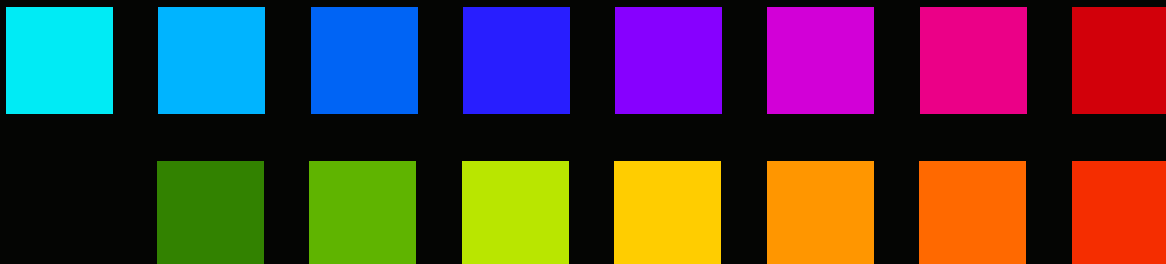
Primary



Secondary



Tool Accents



Header

Montserrat Bold

SUB-HEADER 1

MONTSERRAT LIGHT ALL CAPS

SUB-HEADER 2

MONTSERRAT BOLD ALL CAPS

Sub-header 3 / Callout

Montserrat Bold

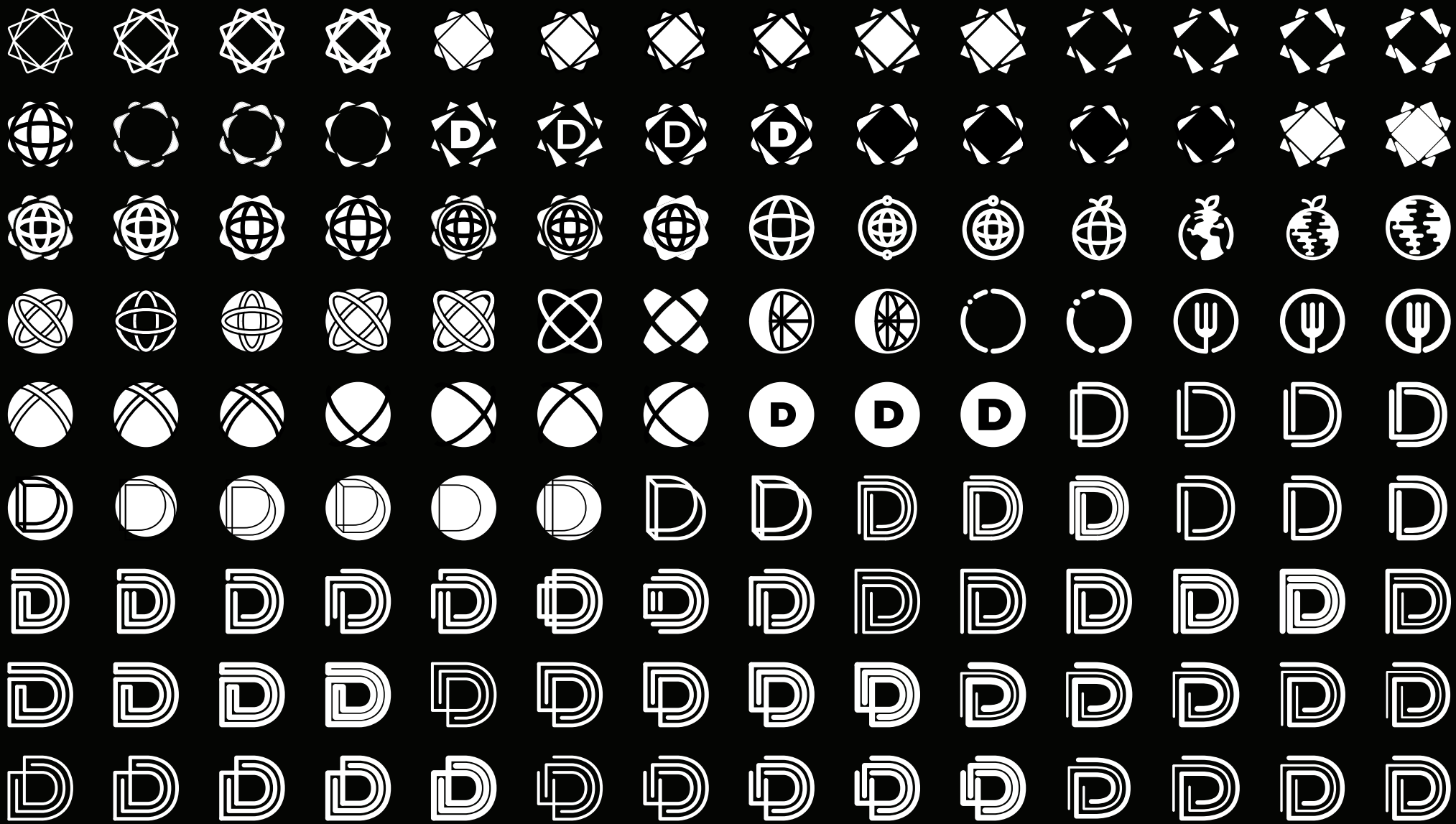
Body Copy

Montserrat Regular

Special Text / Captions

Montserrat Regular Italic

TYPEFACE

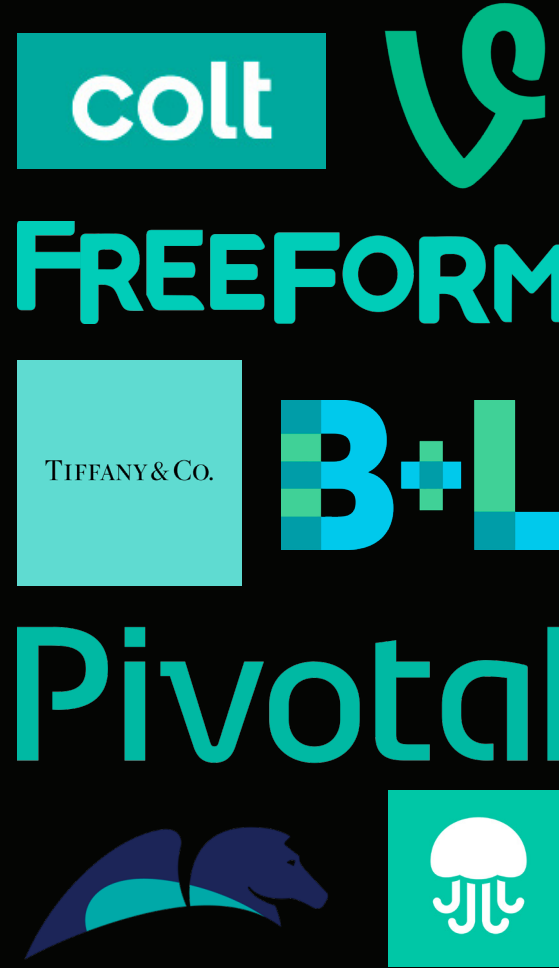


ITERATIONS

BLUE - trustworthy, dependable



TEAL - modern, friendly, refreshing



GREEN - healthy, balanced, growth





Mostly Green



Green 250 | Blue 175 | 2% Black

More Green Than Blue



Green 250 | Blue 225 | 2% Black

Equal Parts Blue/Green



Green 250 | Blue 250 | 2% Black

More Blue than Green



Green 225 | Blue 250 | 2% Black

Mostly Blue



Green 175 | Blue 250 | 2% Black



Green 250 | Blue 150 | 2% Black



Green 225 | Blue 175 | 22% Black



Green 200 | Blue 200 | 22% Black



Green 175 | Blue 225 | 22% Black



Green 150 | Blue 250 | 2% Black



Green 225 | Blue 150 | 22% Black



Green 175 | Blue 150 | 32% Black



Green 150 | Blue 150 | 42% Black

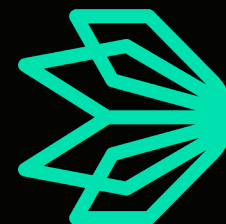
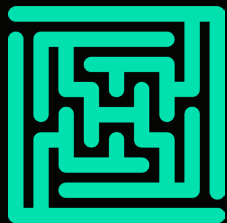


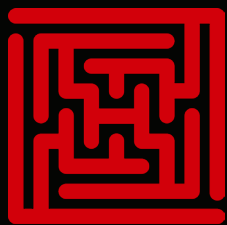
Green 150 | Blue 175 | 32% Black



Green 150 | Blue 225 | 22% Black







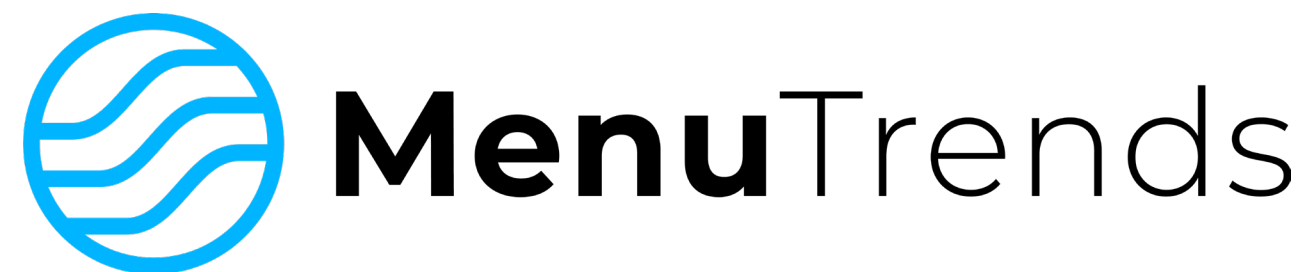
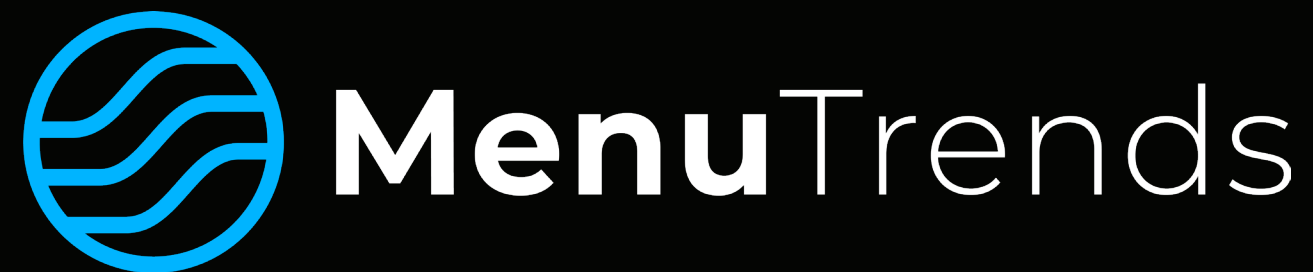


DATASENTIAL



DATASENTIAL







Local



Local





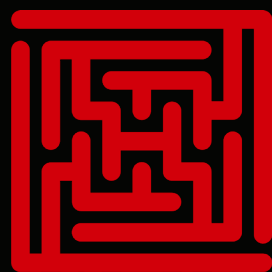


BrandFingerprints



BrandFingerprints





Haiku



Haiku









Scores



Scores



