

# BRAND BOOK FOR WEB3 NORMANDY

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# Brand Introduction

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# Brand LOGO

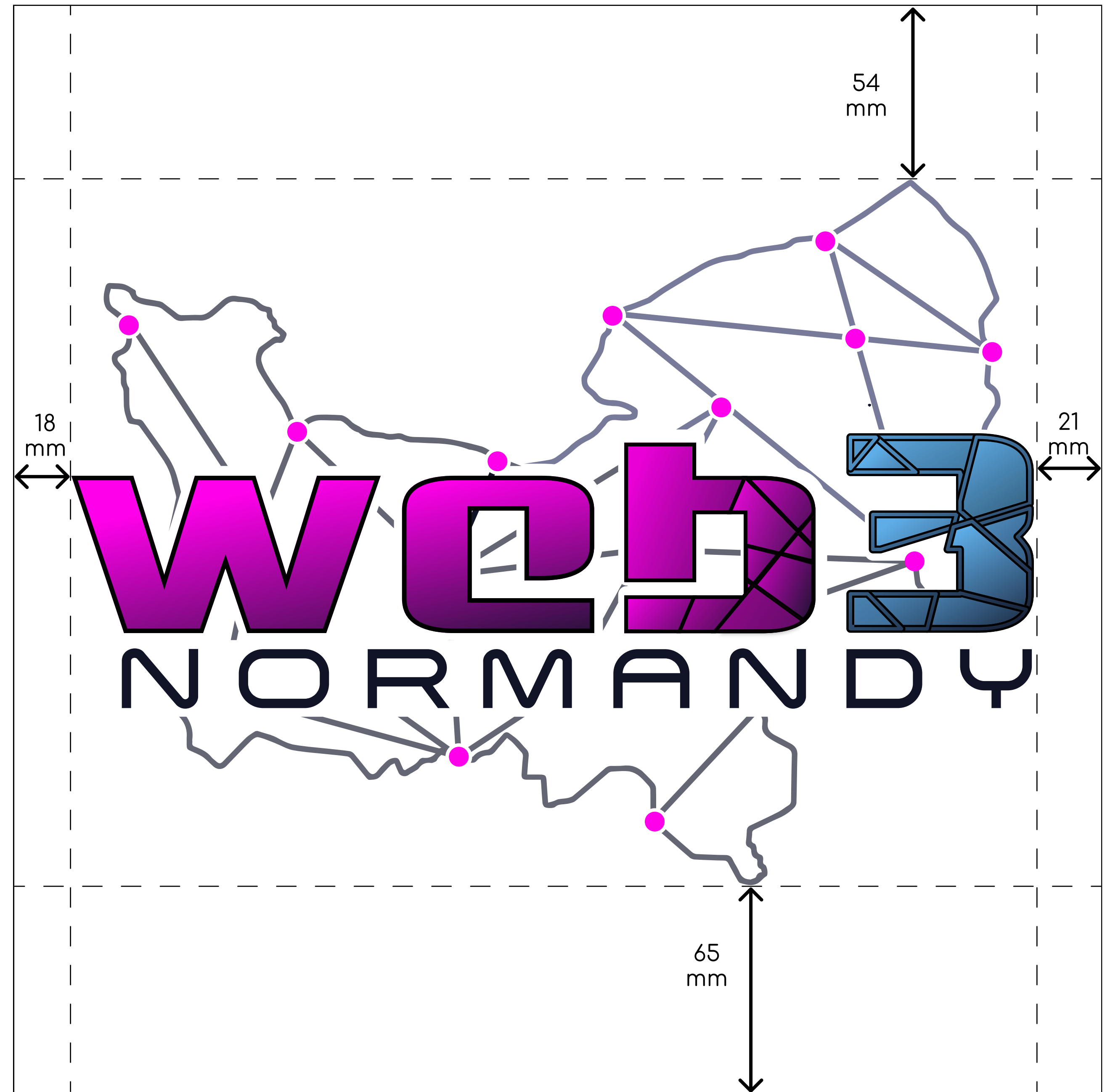
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# P2P map of Normandy

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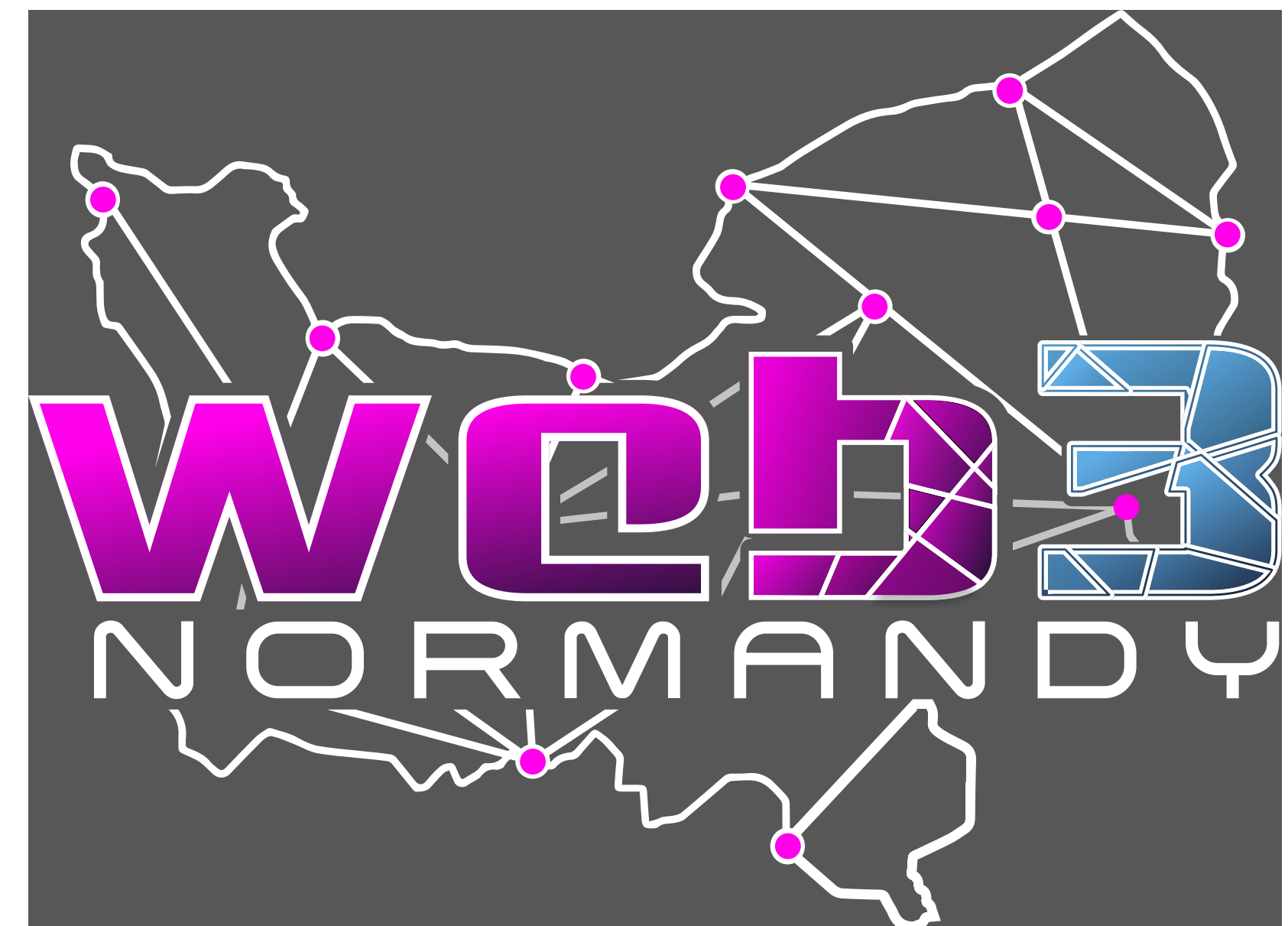
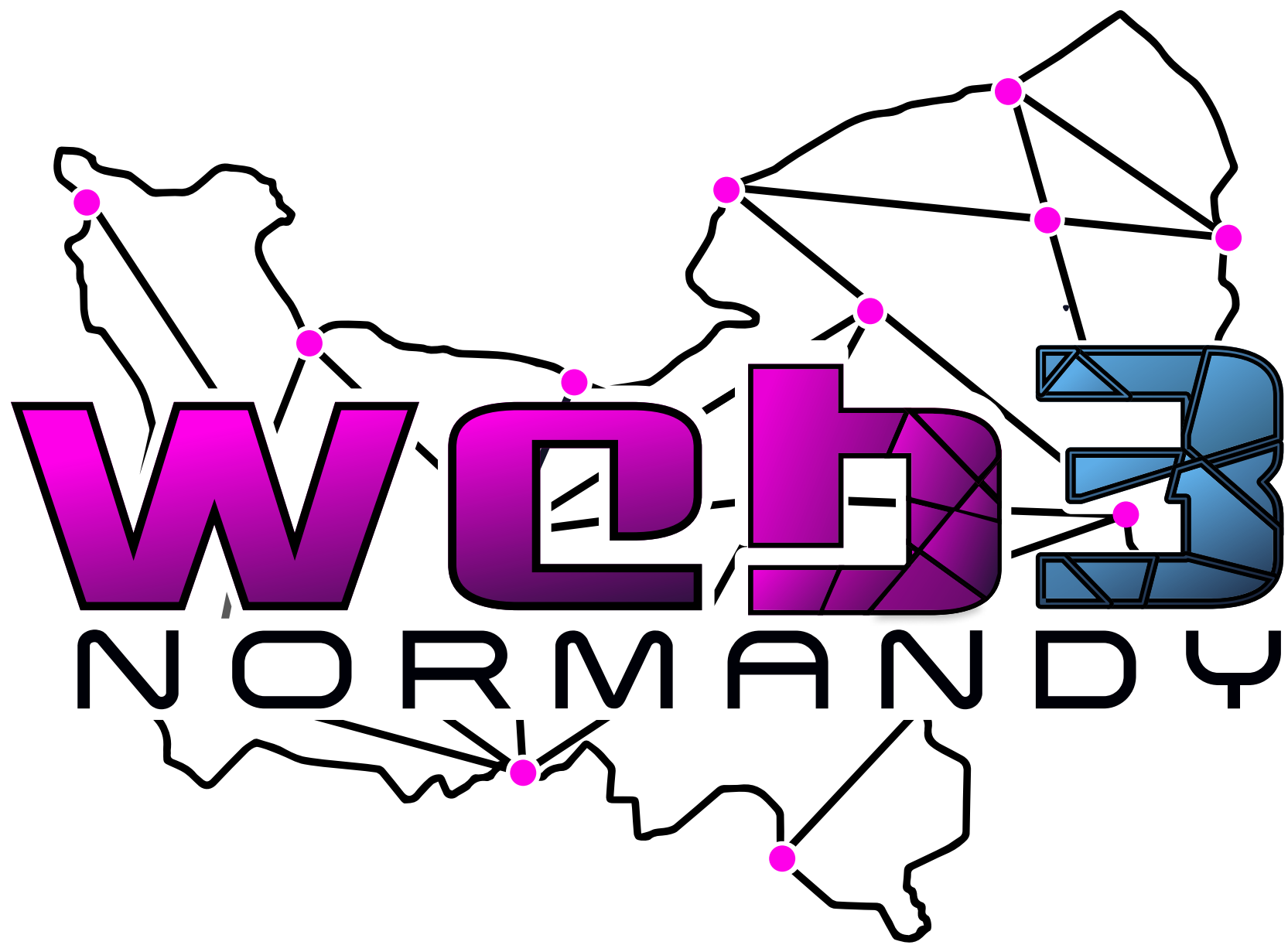


# LOGO & WORDMARK



# LOGO VARIATIONS

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# BRAND COLORS

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# Main color

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The identifying color is purple. Blue, pink, and purple are the majority colors, and is used predominantly on all communication media.

Titles are written in the identity color: purple, pink or blue, according to the need for contrast, legibility and rhythm in the layout.

## MAIN COLOR

Pantone 2395C  
HEX : #CB05BF  
C0 M98 J6 N20  
R203 G5 B191

## Black

Pantone  
HEX : #000000  
C0 M0 J0 N100  
R0 G0 B0

## white

Pantone  
HEX : #FFFFFF  
C0 M0 J0 N0  
R255 G255 B255

# Complementary colors

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Complementary colors are used in minors.

They can be used for subtitles or secondary text, graphics and navigation buttons on the digital site.

Pantone 807C  
HEX : #F900E4  
C0 M100 J8 N2  
R249 G0 B228

Pantone 267C  
HEX : #593EB4  
C51 M66 J0 N29  
R89 G62 B180

Pantone 637C  
HEX : #3FC8E8  
C73 M14 J0 N9  
R63 G200 B232

Pantone 2602C  
HEX : #FF502B  
C1 M92 J0 N45  
R138 G11 B140

Pantone 128C  
HEX : #F4D447  
C0 M13 J71 N4  
R244 G212 B71

Pantone 3262C  
HEX : #00BAB3  
C83 M0 J40 N0  
R0 G186 B179

# BRAND TYPOGRAPHY

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# Brand Font

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The Audiowide and Comfortaa fonts are available on Google font, free and royalty-free

In black 100 %

## Text

Comfortaa Light  
Comfortaa Regular  
Comfortaa Medium  
Comfortaa SemiBold  
Comfortaa Bold

## Title

**Audiowide**

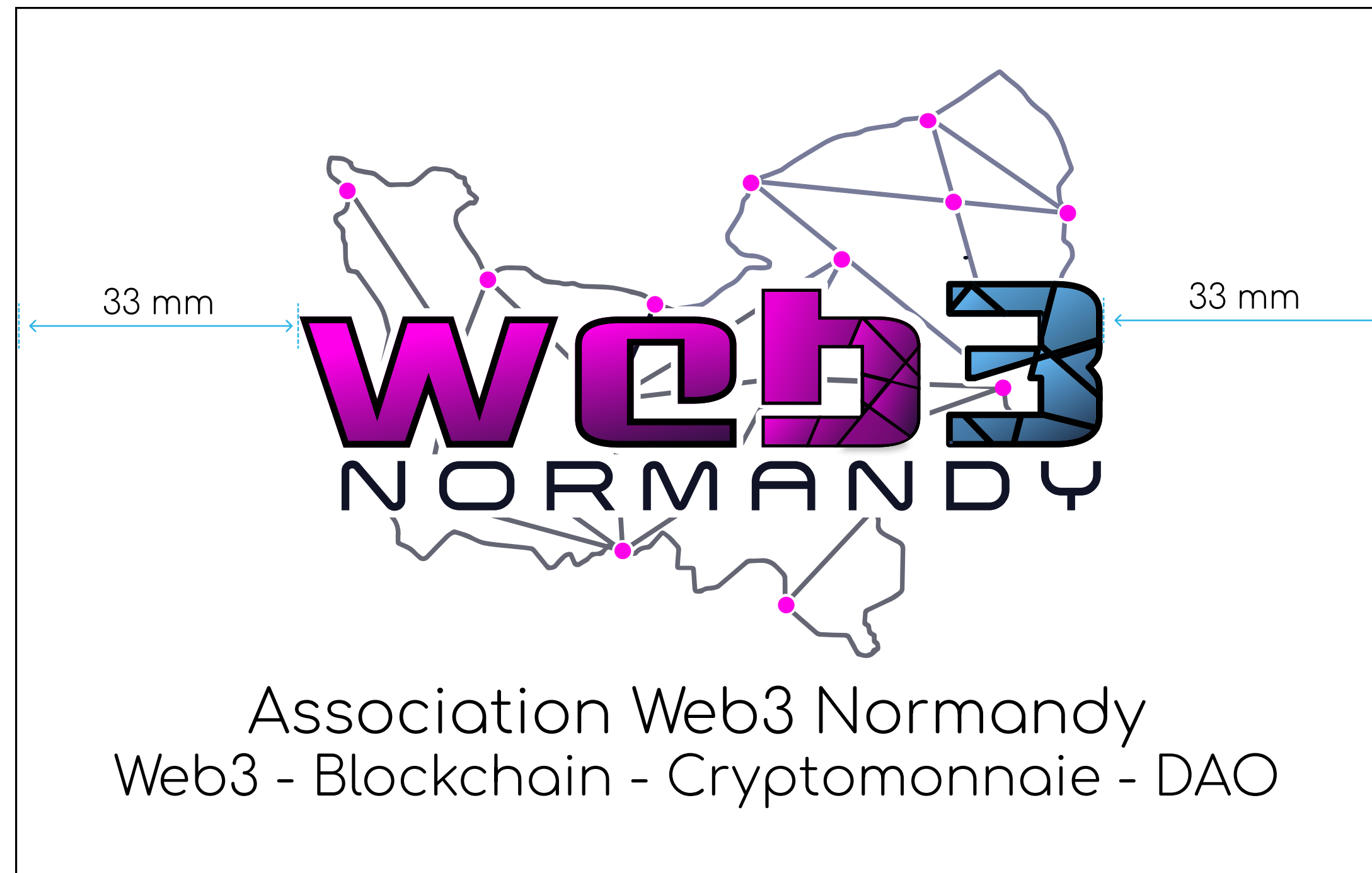
# Infographies

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# Application

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# Business Card



# Goodies

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THANK YOU

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