Brand Guidelines

Logo



Symbol

To protect the logo from other visual elements, it's important that it be surrounded by a minimum clear space. No other graphic element should encroach within this area. The size of the exclusion zone is defined by the width of the symbol.



Partner Logos

When pairing our logo with that of another company, we use a simple divider bar with consistent spacing between each logo. The size of the logos is determined by matching their heights.



Typography

TYPEFACE

Grifo S

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#&$%@!?

STYLES & WEIGHTS

Light

TYPEFACE

Aeonik

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#&$%@!?

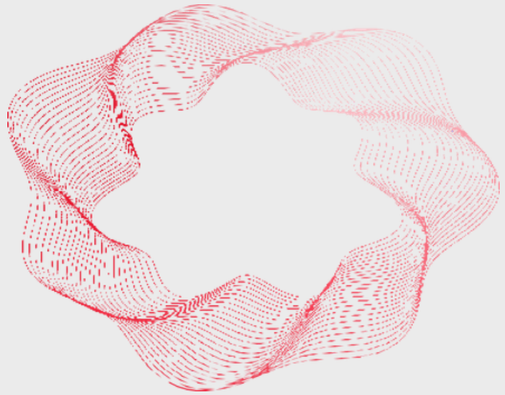
STYLES & WEIGHTS

Regular
Medium
Bold

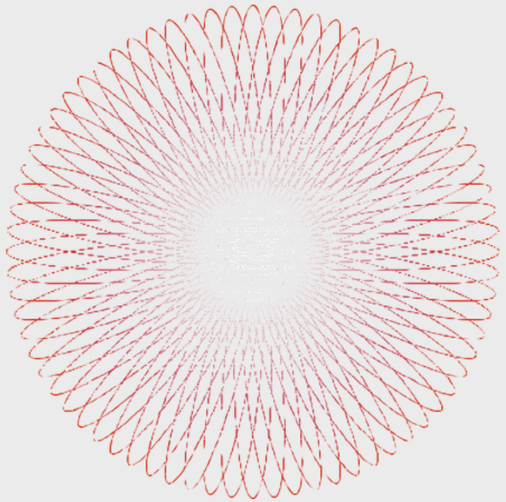
Colors

White	HEX #FFFFFF	RGB 255 / 255 / 255
Sterling	HEX #EBEBEB	RGB 235 / 235 / 235
Mercury	HEX #D8D9D5	RGB 216 / 217 / 213
Silver	HEX #999999	RGB 153 / 153 / 153
Crimson	HEX #DD0B22	RGB 221 / 11 / 34
Black	HEX #242424	RGB 36 / 36 / 36
Gold		

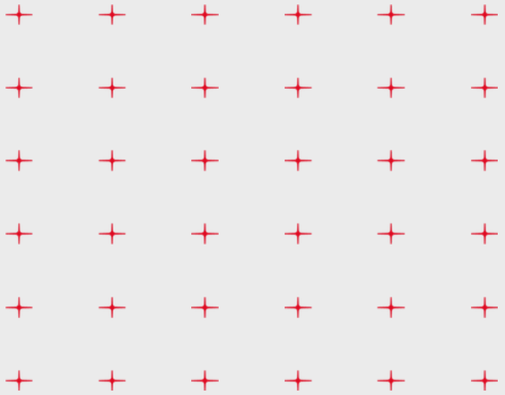
Assets



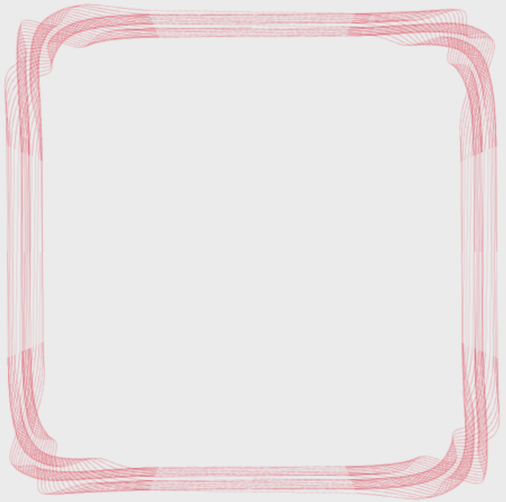
01



02



03



04



NETWORK



BANKING

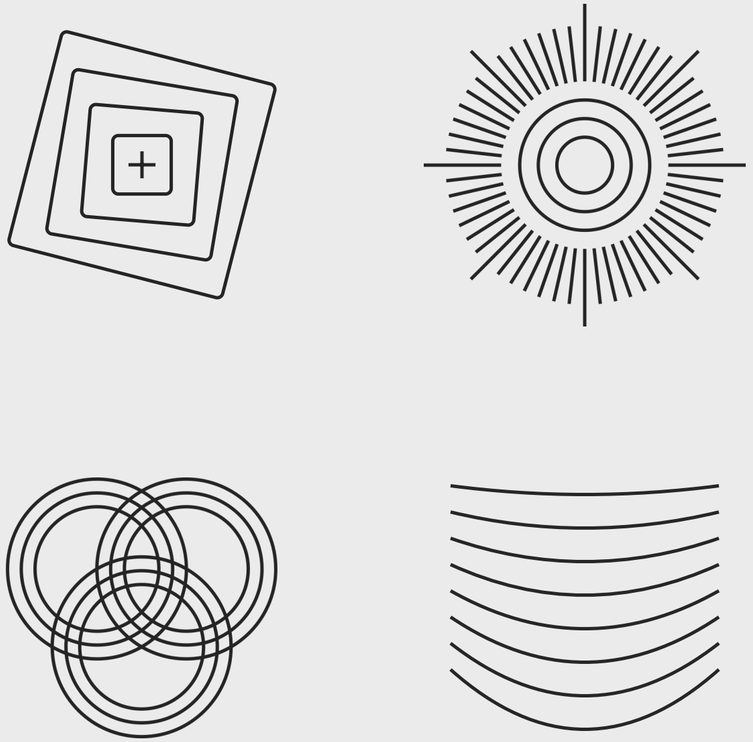


$USDA+

Iconography

Custom Icons

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Phosophor Icons

We use an icon library to ensure a consistent and cohesive iconography style across mediums.

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