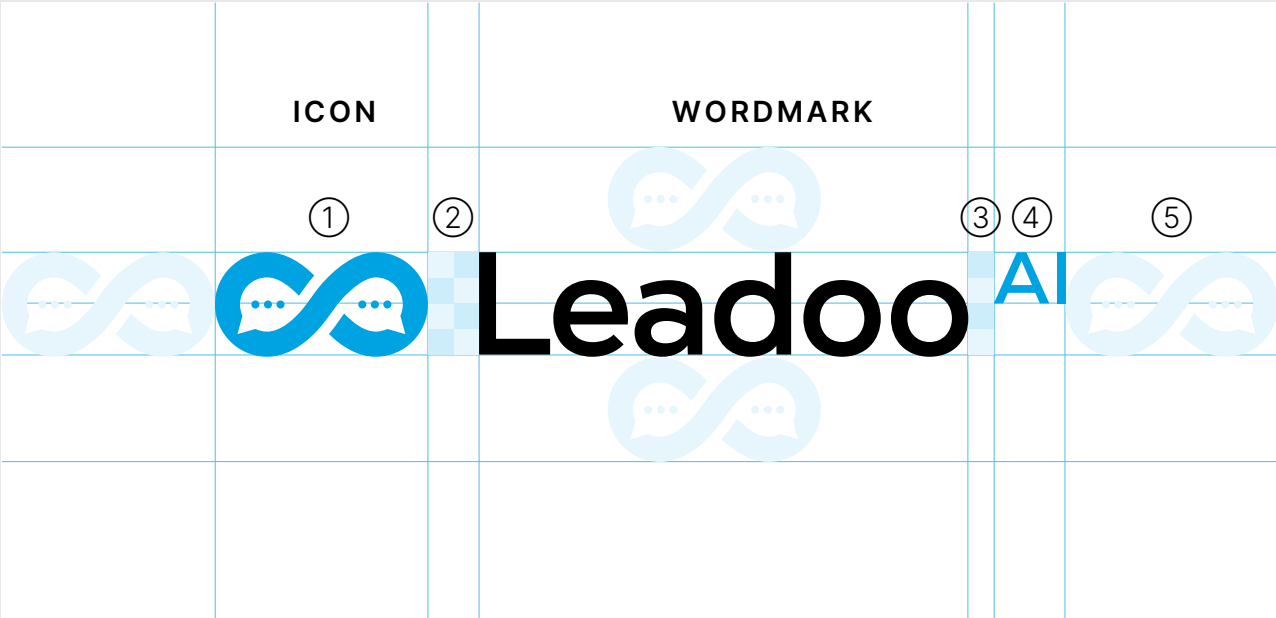


Leadoo AI Identity Stylesheet

LOGO CONSTRUCTION

- ① Spacing between icon and wordmark is equal to 1/2 of wordmark.
- ② Leadoo wordmark is set in Nexa Pro Bold with -20 tracking applied (metrics).
- ③ Spacing between workmark and 'AI' is equal to 1/4 height of wordmark.
- ④ 'AI' superscript in equal in height to 1/2 height of icon.
- ⑤ Minimum clear space around logo is equal to icon size.



LOGO COLOUR VARIATIONS



For use on white or light backgrounds



For use on black or dark backgrounds



For use over photography



For use when colour is not available

BRANDMARK SOCIAL MEDIA ICONS



Sky on black



Sky on white



Sky on black



Sky on white

LOGO MISUSE



Don't change the logo colour



Don't add effects like drop shadows



Don't distort or rotate the logo

PRIMARY COLOUR PALETTE

Sky Pantone 2191 R0 G163 B225 Hex #00A3E1 C82 M11 Y0 K0	Carbon HEX #232323 R35 G35 B35 C74 M64 Y59 K77
Onyx Hex #000000 RGB 0/0/0 C0 M0 Y0 K100	Granite HEX #777777 R119 G119 B119 C52 M41 Y41 K24
	Dust HEX #D0D0D0 R208 G208 B208 C22 M16 Y17 K0
	Smoke HEX #F2F2F2 R242 G242 B242 C6 M4 Y5 K0

SECONDARY COLOUR PALETTE

Navy #0A2440 R10 G36 B64	Baltic #1D5881 R29 G88 B129	Teal #1DABAF R29 G171 B175
Mint #CEF4E3 R206 G244 B227	Amber #F8A646 R248 G166 B70	White Hex #FFFFFF R255 G255 B255

PRIMARY TYPEFACE - FOR BODY TEXT & SUBHEADS

BODY TEXT

Inter Light
Inter Regular

SUBHEADS

Inter Medium
Inter Semibold
Inter Bold
Inter Extra Bold

SECONDARY TYPEFACE - FOR SHORT HEADLINE TEXT

SHORT HEADLINES

Nexa Bold
Nexa Heavy

LOWERCASE 'A'



When setting headline text in the Nexa Bold typeface, use the double-story version of the lowercase 'a' found in the glyph set.

ICONOGRAPHY



Icons are from the Classic Light set at www.fontawesome.com

BUTTONS



Buttons have 10px rounded corners with Inter Semibold text