

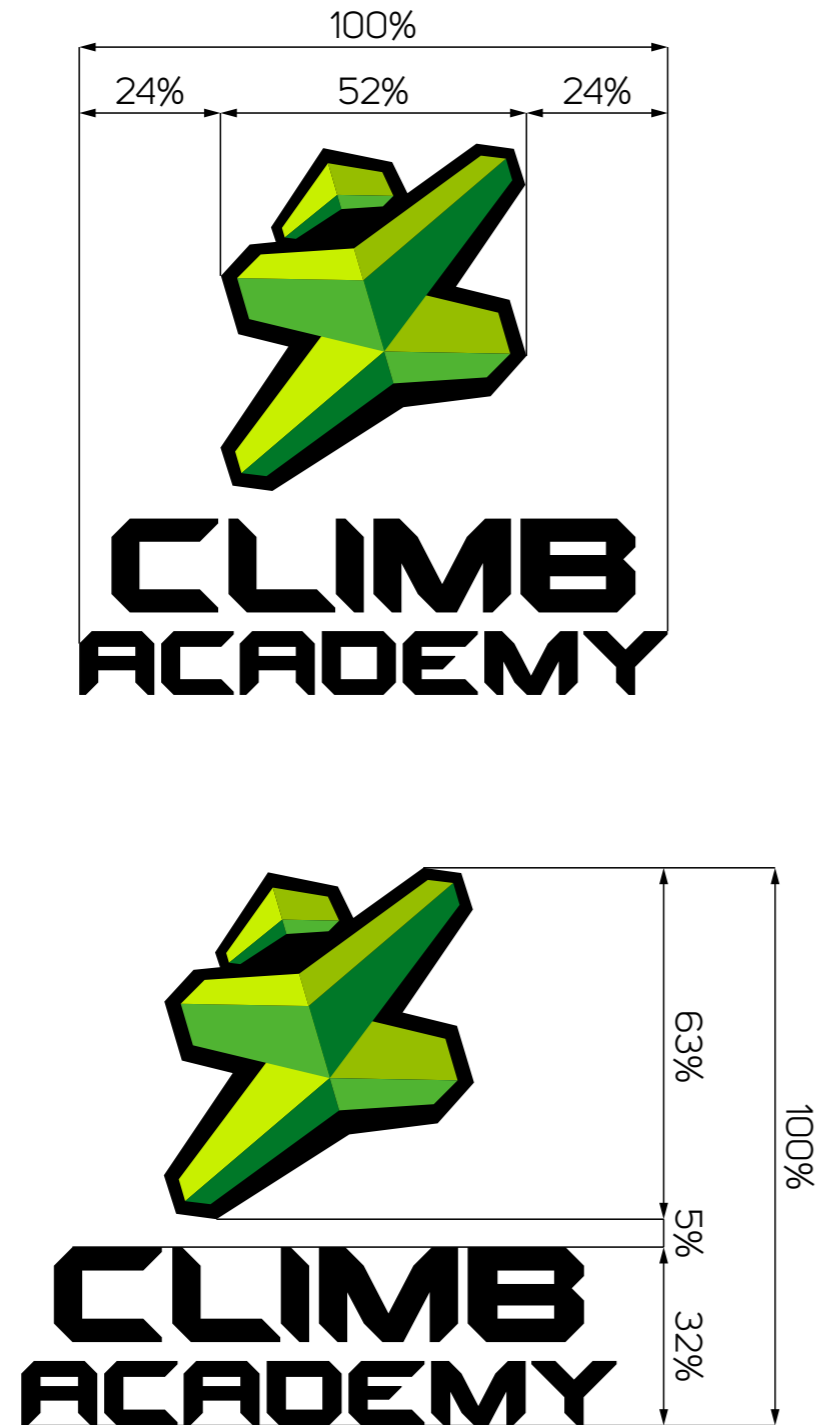


**CLIMB
ACADEMY**

BRAND COLOR GUIDE & MANUAL

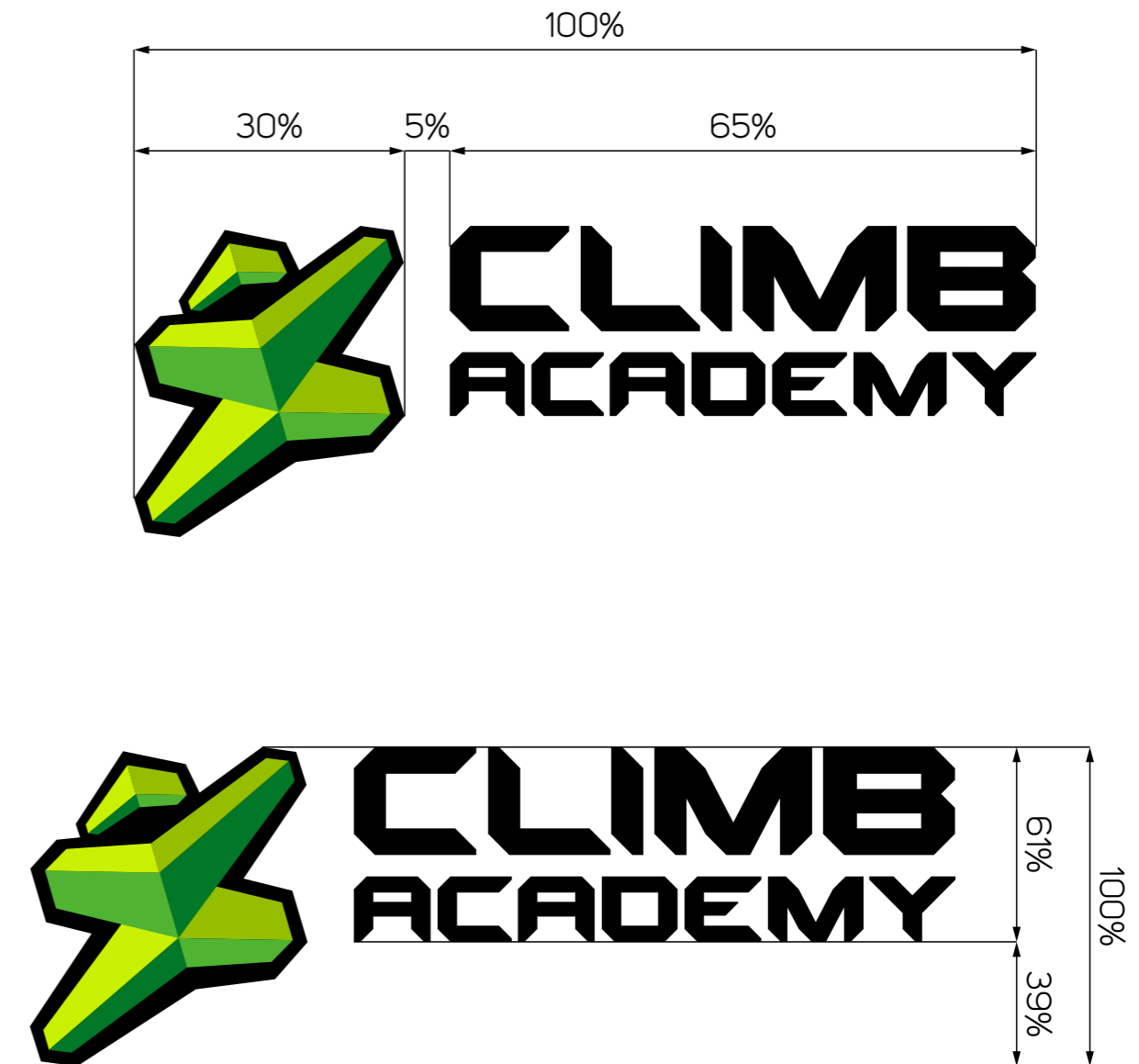
Dimensions and proportions of the Climb Academy logo

The first (out of two) possible ways to use the Climb Academy logo is vertical. The logo is above the logotype. The following proportions and distances of the elements must be observed in this arrangement:



Dimensions and proportions of the Climb Academy logo

The second (out of two) possible ways to use the Climb Academy logo is horizontal. The logo is before the logotype. The following proportions, element distances and angles of rotation must be observed in this arrangement:



Colors of the Climb Academy logo

The colors of the logo correspond most to each other when used in different color models of the following values:



1	RGB - 200/240/0	HEX - #c7f000	CMYK - 30/0/100/0	PMS - 381 C
2	RGB - 150/190/0	HEX - #95bf00	CMYK - 50/0/100/0	PMS - 383 C
3	RGB - 80/180/50	HEX - #50b533	CMYK - 70/0/100/0	PMS - 363 C
4	RGB - 0/120/40	HEX - #007828	CMYK - 90/0/100/30	PMS - 348 C
5	RGB - 0/0/0	HEX - #000000	CMYK - 0/0/0/100	PMS - Black C

Colors of the Climb Academy logo

When the background of the logo is light then the standard combination of colors should be used and the logotype should be in black.



When the background of the logo is dark, including a black one, a white outline is used for the logo and the logotype should be in white.



Colors of the Climb Academy logo

When it is not possible to use 3 halftone colors, or 5 non-halftone colors, the logo can be used with fewer colors in the following ways:



4 non-halftone (spot) colors



3 non-halftone (spot) colors



2 non-halftone (spot) colors



1 non-halftone (spot) colors

Colors of the Climb Academy logo

The logo can be used on different colors of backgrounds or surfaces with only two or one color, one of which is a white base, in the following ways:



2 halftone colors



2 halftone colors



2 non-halftone (spot) colors



1 non-halftone (spot) color

Fonts to combine with the Climb Academy logo

An alphabet set "Hard Style" vector symbols was used for the Climb Academy logo. "Hard Style" is not an existing font, but can be used for all caps titles, by manually arranging letters from the set. There is no cyrillic alphabet set of "Hard Style" vector symbols.

HARD STYLE

A B C D E F G H I J K L M N O P Q R R
S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ? ! . , : :

EXAMPLE



Fonts to combine with the Climb Academy logo

Other fonts that are appropriate and recommended for combination with the Climb Academy logo for titles, subheadings and body text are:

1. Uni Sans

Uni Sans font contains latin and cyrillic script, light, book, regular, bold, heavy and italic variations as well. The Uni Sans font is suitable for titles, subheadings and body text, combined with the Climb Academy logo.

Uni Sans Heavy

Uni Sans Regular

Uni Sans Light

Uni Sans Heavy Italic

Uni Sans Regular Italic

Uni Sans Light Italic

UNI SANS BOLD

Latin: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Cyrillic: А Б В Г Д Е Ж З И Й К Л М Н О П Р С Т У Ф Х Ц Ч
Ш Щ Ъ Ы Ю Я



Fonts to combine with the Climb Academy logo

2. Roboto

Google font with latin and cyrillic script, thin, light, regular, medium, bold, black, italic and condensed variations. The Roboto font is suitable for web design, titles, subheadings and body text, combined with the Climb Academy logo.

Roboto Black

Roboto Black Italic

Roboto Bold

Roboto Bold Italic

Roboto Medium

Roboto Medium Italic

Roboto Regular

Roboto Regular Italic

Roboto Light

Roboto Light Italic

Roboto Thin

Roboto Thin Italic

ROBOTO BLACK

Latin: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Cyrillic: А Б В Г Д Е Ж З И Й К Л М Н О П Р С Т У Ф Х Ц Ч
Ш Щ Ъ Ь Ю Я



Fonts to combine with the Climb Academy logo

3. Raleway

Web font with latin and cyrillic script. The Raleway font is suitable for web design, titles, subheadings and body text, combined with the Climb Academy logo.

RALEWAY BOLD



4. ALL CAPS fonts

A few more relevant fonts supporting latin and cyrillic script, with only capital letters that can be used for titles and subtitles, combined with the Climb Academy logo.

KROFTSMANN KROFTSMANN KROFTSMAN
КРОФТСМАН КРОФТСМАН КРОФТСМАН

BEBAS NEUE BOLD, REGULAR, BOOK, LIGHT, THIN

PANTON BLACK CAPS, PANTON LIGHT CAPS
ПАНТОН ПАНТОН ПАНТОН ПАНТОН ПАНТОН



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