BRAND SHEET

Asset Avenues *Financial Solutions*

Logo, colours and type for press and partners.

LOGO







Keep clear space around the logo (dashed line). On dark backgrounds use the full logo on a white tile. Never stretch, recolour, rotate or add effects. Spelling: **Asset Avenues**.

COLOURS

Indigo
#2D2650
RGB 45, 38, 80 · headings, dark surfaces

Red
#C00000
RGB 192, 0, 0 · accents, buttons

Ivory
#F9F8F4
RGB 249, 248, 244 · backgrounds

TYPOGRAPHY

Aa *Aa*

Lora
Headings (700), italic subtitles (500)

Aa

Poppins
Body text, labels and buttons (400 to 700)