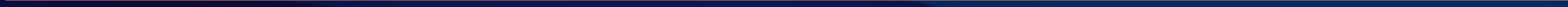


Logo



Final Logo



Reverse Logo



Don'ts



Brand Colors

BRAND COLORS

SUPPORT COLORS

BRAND COLORS

Brand colours may assist you in developing a colour theme that reflects our brand or style.

Colors are as important to our brand as the logo themselves, Just as punctuation and volume set the tone for our written and verbal style, color helps set the tone for our visual style.

Dark blue

#013E7D

CMYK 100, 85, 24, 9

RGB 1, 62, 152

Orange

#FF6801

CMYK 0, 73, 100, 0

RGB 255, 104, 1

White

#FFFFFF

CMYK 0, 0, 0, 0

RGB 255, 255, 255

SUPPORT COLORS

We've also created a secondary colour palette to compliment our core colours. These colours not only enhance your progressive but classic vibe, but they also help differentiate our products.

Linen

#FDE9EB

CMYK 0, 9, 3, 0

RGB 253, 233, 235

Grey

#A5A5A5

CMYK 38, 30, 31, 0

RGB 165, 165, 165

Black

#141414

CMYK 73, 67, 65, 81

RGB 20, 20, 20

Typography

TYPE SYSTEM

TYPE SYSTEM

The type we use helps to convey the personality of our brand. Consistent use of typography will help build an immediately recognizable identity for CriticalRiver over time.

Open Sans and Lato is our corporate typefaces and should be used in all instances where typography is required.

Applying the correct weights and sizes will help give a unified look across all applications.

Open Sans

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"\$%=&|[]:~+?;

Weights: Regular, Light, **Semibold**, **Bold**

Lato

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"\$%=&|[]:~+?;

Weights: Regular, Light, **Bold**

Arial

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"\$%=&|[]:~+?;

Weights: Regular, **Bold**

Email Signature

Email signature

John Doe

Designation - Practice

john.doe@criticalriver.com

+1 - 111 111 1111

www.criticalriver.com



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Email signature (Choice 2)

John Doe

Designation - Practice

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Sample Event Name

9TH AUGUST 2022
Example Convention
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Madhapur, Hyderabad - 81
TS, INDIA

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BRAND GUIDELINES

