

CHAMBERS CHANGE THINGS BRAND GUIDE

LOGOS

Download Logos

Primary Logo - Vertical



Secondary Logo - Horizontal

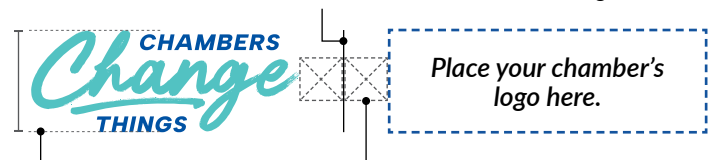


Logo Lockups



Placing Your Logo

Ensure that the lockup line is a thin weight. It should not distract from the logos.



Match the height of your logo to the height of the Chambers Change Things logo.

Ensure even spacing between each logo and the lockup line on both sides.

COLOR PALETTE

Primary Colors



Dark Blue
HEX# 14549E
RGB: 20, 84, 158
CMYK: 96, 75, 5, 0
PANTONE 7686 C



Teal
HEX# 52C2C2
RGB: 82, 194, 194
CMYK: 62, 0, 27, 0
PANTONE 325 C

Secondary Colors



Light Blue
HEX# 70BAE6
RGB: 112, 186, 230
CMYK: 52, 11, 0, 0
PANTONE 292 C



Light Purple
HEX# 928FFF
RGB: 146, 143, 255
CMYK: 40, 38, 0, 0
PANTONE 2715 C



Dark Purple
HEX# 4D3E9E
RGB: 77, 62, 158
CMYK: 84, 89, 0, 0
PANTONE 7672 C

TYPEFACES

Download Albert Sans

Download Lato

Headline Typeface

Albert Sans Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Albert Sans ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Albert Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy Typeface

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz