



PLACEBO | BRAND GUIDELINES

LOGO USAGE

The **Placebo** icon can be interchanged with different colors with the use of proper contrast.

It should always be surrounded by a minimum area of space.

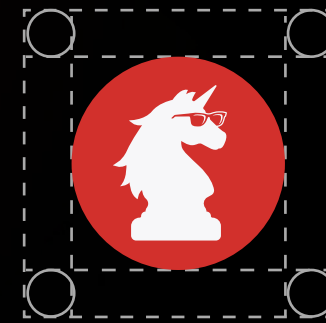
A margin of clear space equivalent to the “O” is drawn around the logo to create an area of isolation.

These areas of separation are minimum and should be increased wherever possible.

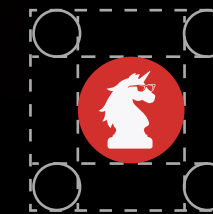
PRIMARY LOGO



PADDING AND MINIMUM SIZES



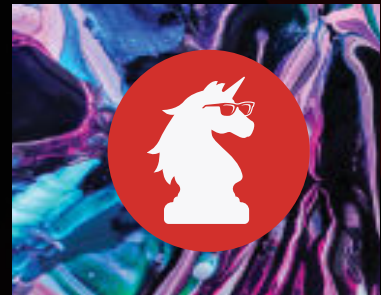
80px



40px

LOGO USAGE

Don't place logo on a busy background, unless geometrical



Don't tilt, skew, rotate or distort



Don't remove elements from the logo



Don't stretch



Don't add drop shadows, gradients, emboss etc.



Don't alter the colors



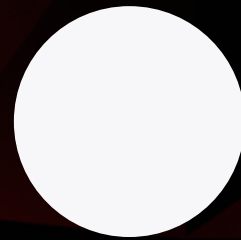
LOGO COLORS



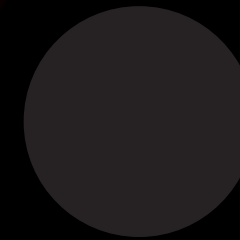
COLORS



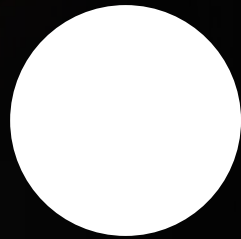
LIPSTICK RED
CMYK 11 / 96 / 95 / 2
RGB 210 / 48 / 44
HEX #D2302C



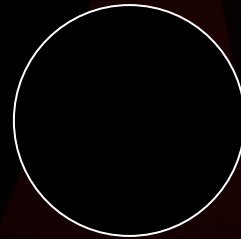
CLOUD WHITE
CMYK 2 / 1 / 1 / 0
RGB 247 / 247 / 249
HEX #F7F7F9



CHARCOAL BLACK
CMYK 69 / 67 / 64 / 72
RGB 38 / 34 / 35
HEX #262223



WHITE
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF



BLACK
CMYK 72 / 66 / 64 / 72
RGB 34 / 34 / 34
HEX #222222

GRADIENTS

GRADIENT COMBINATIONS



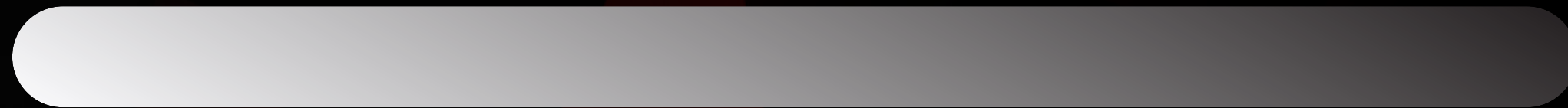
#D2302C

#262223



#D2302C

#F7F7F9



#F7F7F9

#262223

TYPOGRAPHY

Aa

Proxima Nova

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%*()_+="':?><

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%*()_+="':?><

