

Digital Style Guide

Next Ventures

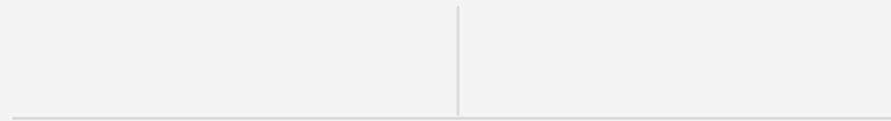
Version 0.1 // November 2020



Branding

Through bold elements working together, the identity forms an always active symbol of protection. This visual style guide was created to help the identity communicate these values, and ensure the system maintains its best form across many applications.

Primary Mark Lockup



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Logotype

Color Palette

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

Primary



900

#3E35B8



700

#4F52D6



500

#6874E8



300

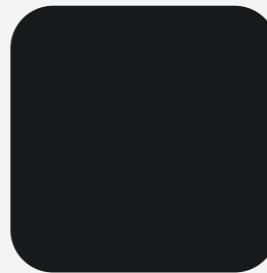
#93A5F5



100

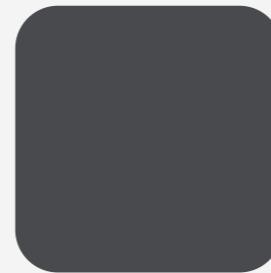
#BFD0FF

Neutrals



900

#18191A



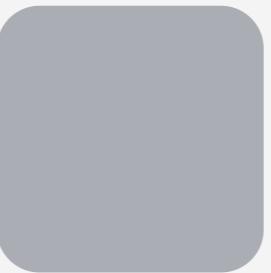
700

#494A4D



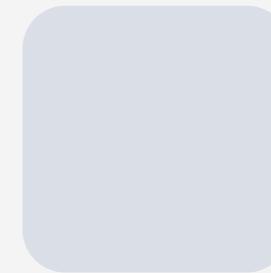
500

#797B80



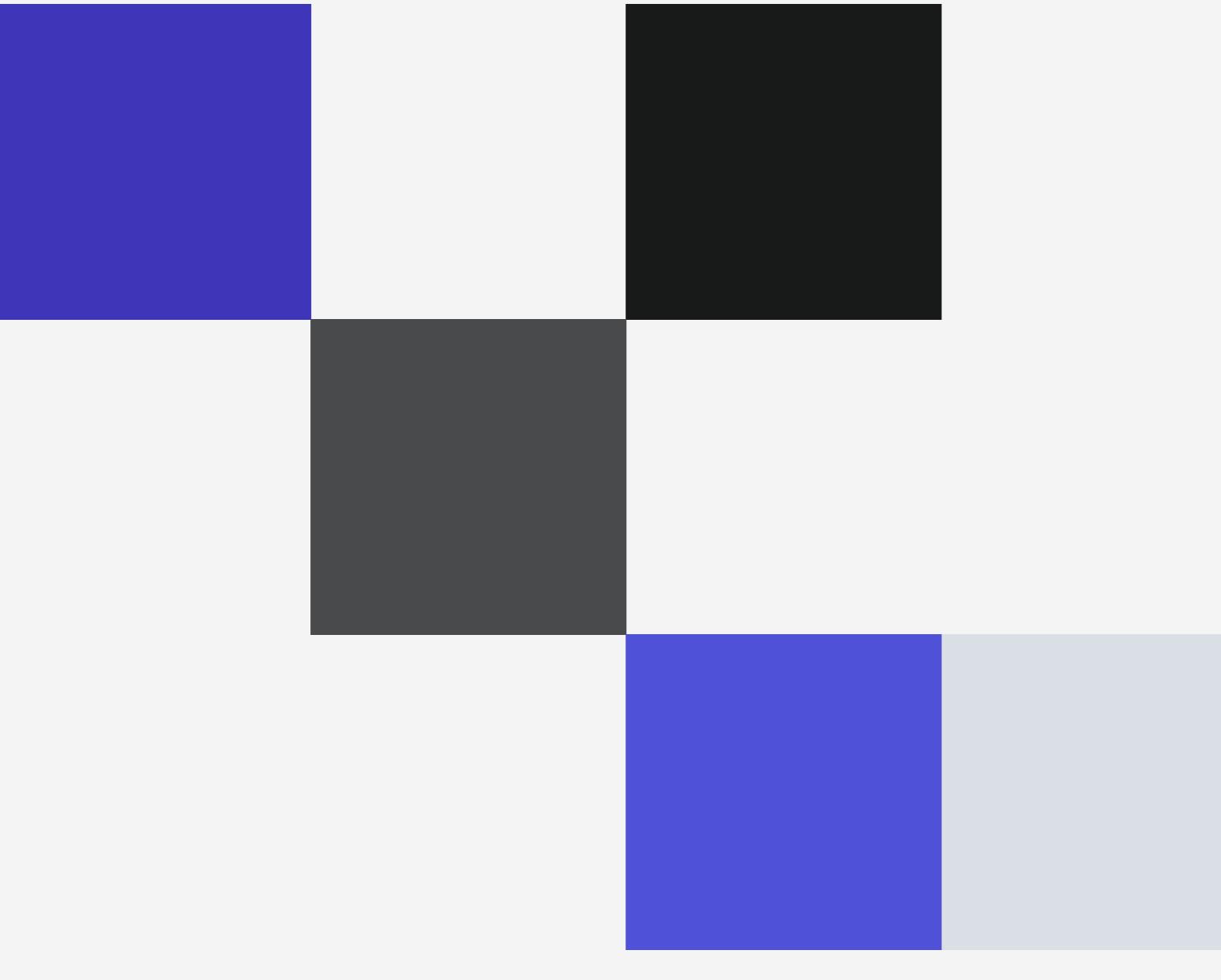
300

#AAADB2



100

#DADEE5



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Color Usage

The colors in the mark should stay consistent at all times, however, some situations call for adjustments.



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Aa

Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

Aa

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

Aa

Roboto Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

Aa

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\`

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