



Branding Guidelines

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Soprano's Logo



Soprano's Logo: Color



Use of Logo

Logo with tagline

Must be used when the tagline isn't visible anywhere else.



Logo without tagline



Soprano's Logo: Negative



Getting Your Colors Right with the Logo



Blue Background

HEX: #1E88E5
RGB: 30, 136, 229
CMYK: 77, 42, 0, 0

White Logo



Dark Blue Background

HEX: #224267
RGB: 34, 66, 103
CMYK: 94, 72, 34, 24

White Logo



White Background

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Colour Logo



Light Grey Background

HEX: #EDED
RGB: 237, 237, 237
CMYK: 8, 6, 7, 0

Colour Logo

Use of Fonts



Quicksand

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Use **Quicksand** in titles and sub-titles

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Bold

Use **Lato Regular** for general texts

Arial Rounded MT

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Regular

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Use **Arial Rounded MT** or **Arial** only for titles when Quicksand can't be used.

Calabri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Bold

Use **Calabri** for General text when Lato can't be used.

Use of Colors

Principal Brand Colors

Blue

HEX: #1E88E5
RGB: 30, 136, 229
CMYK: 77, 42, 0, 0
PANTONE: 2727 C

Dark Blue

HEX: #224267
RGB: 34, 66, 103
CMYK: 94, 72, 34, 24
PANTONE: 534 C

White

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Light Blue

HEX: #B8DEFC
RGB: 184, 223, 253
CMYK: 31, 4, 0, 0
PANTONE: 277 C

Secondary Brand Colors

Yellow

HEX: #F8CF00
RGB: 248, 207, 0
CMYK: 4, 17, 94, 0
PANTONE: 7405 C

Tangerine Orange

HEX: #f9a825
RGB: 249, 168, 37
CMYK: 0, 40, 89, 0
PANTONE: 1235 C

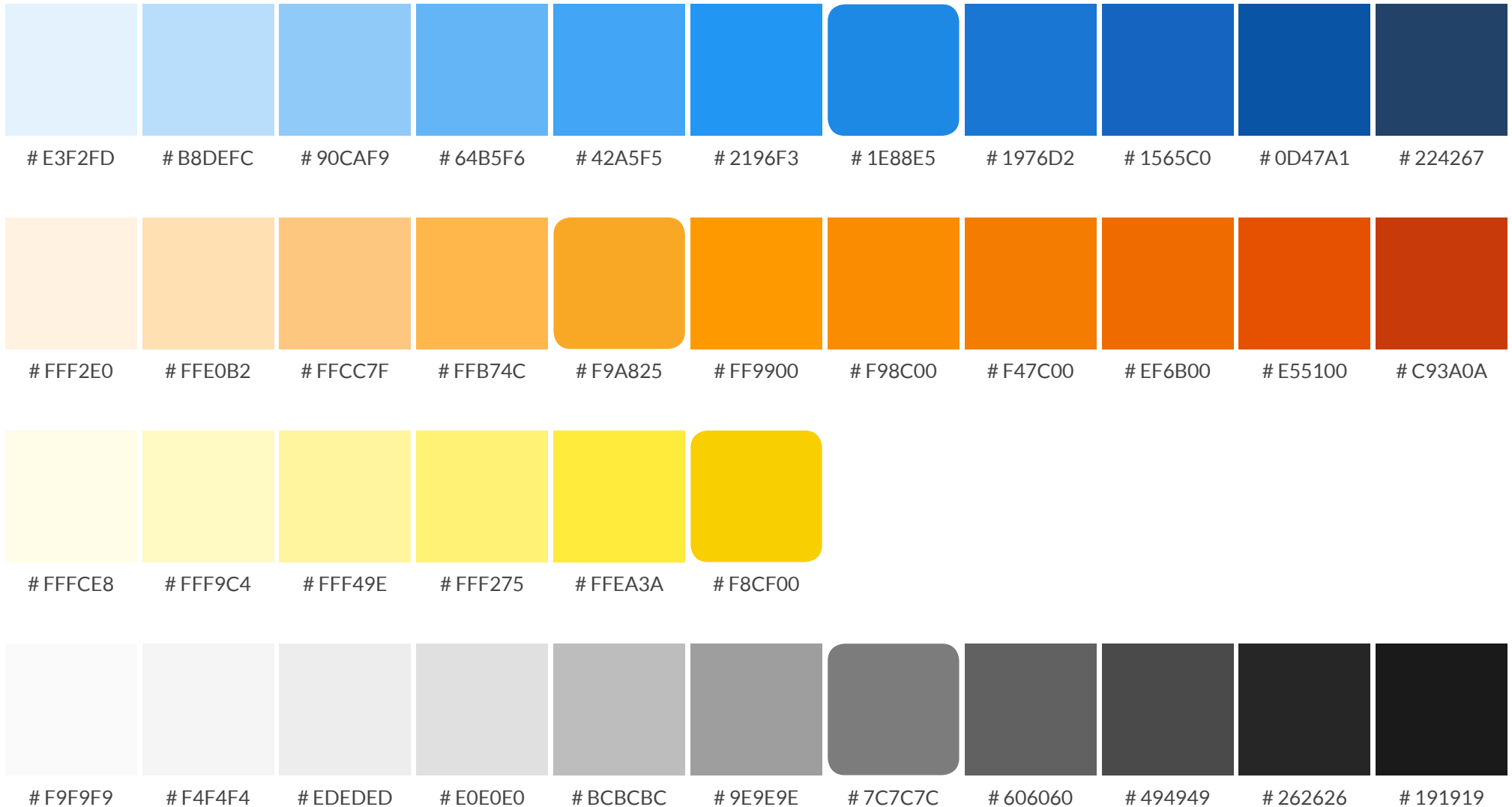
Grey

HEX: #7C7C7C
RGB: 124, 124, 124
CMYK: 51, 40, 40, 22
PANTONE: Cool Grey 9 C

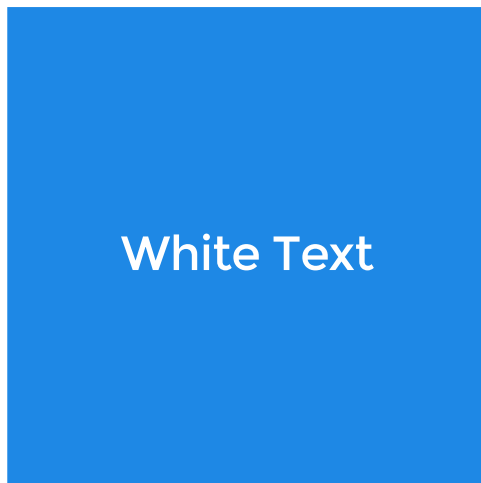
Light Grey

HEX: #EDED ED
RGB: 237, 237, 237
CMYK: 8, 6, 7, 0
PANTONE: Cool Grey 1 C

Color Palette



Getting Your Colors Right with Text



Blue Background

HEX: #1E88E5
RGB: 30, 136, 229
CMYK: 77, 42, 0, 0

Text

White #FFFFFF

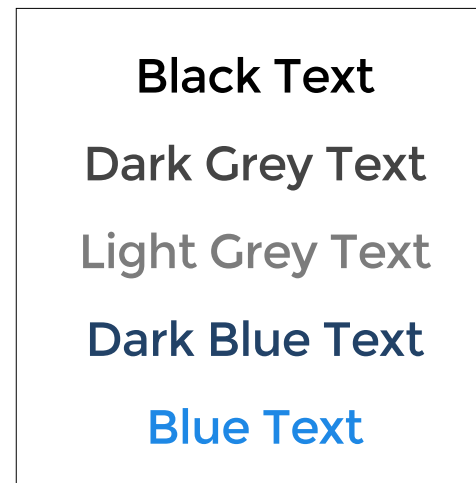


Dark Blue Background

HEX: #224267
RGB: 34, 66, 103
CMYK: 94, 72, 34, 24

Text

White #FFFFFF

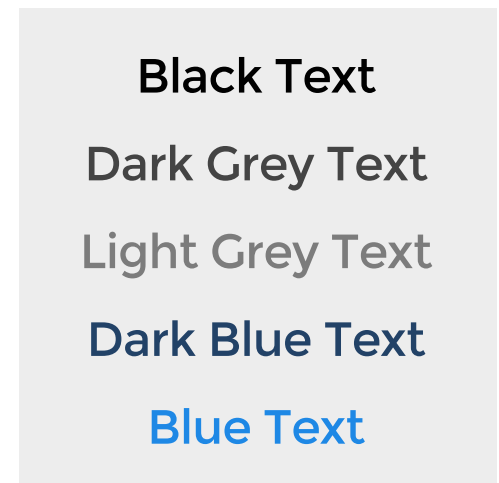


White Background

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Text

Black #000000
Dark Grey #444444
Light Grey #7C7C7C
Dark Blue #224267
Blue #1E88E5



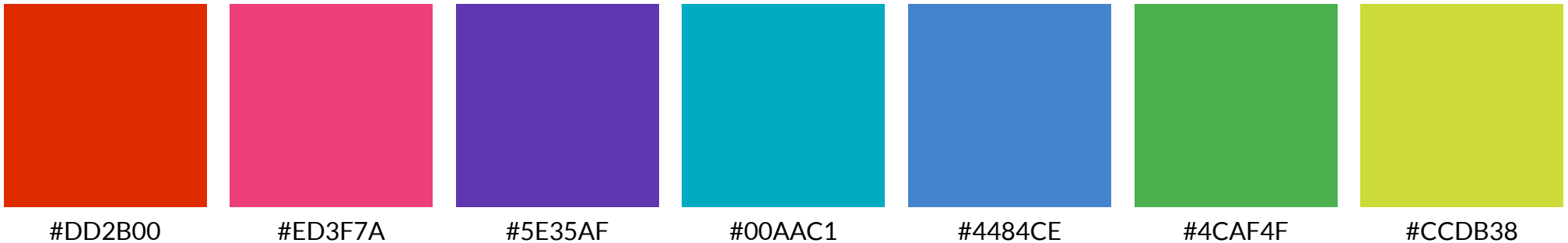
Light Grey Background

HEX: #EDED ED
RGB: 237, 237, 237
CMYK: 8, 6, 7, 0

Text

Black #000000
Dark Grey #444444
Light Grey #7C7C7C
Dark Blue #224267
Blue #1E88E5

Highlight Colors



Highlight colors should be used to sparingly create visual contrast, excitement and variety when necessary. We use them when a color variation is needed such as in illustrations, charts, diagrams. We never use these colors as dominant colors

