

IpoCamp

Graphic Guidelines

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Color Palette

Primary Colors

Golden Red
#EB502E



White
#FFFFFF

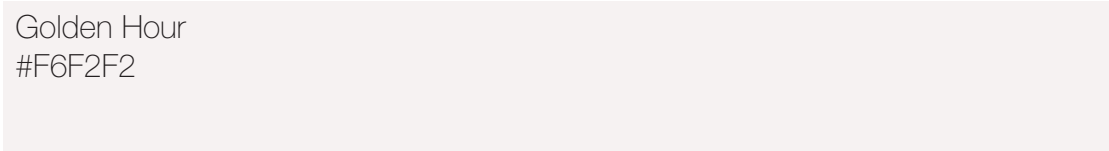


Electric Blue
#0C2AAE




Secondary Colors

Golden Hour
#F6F2F2



Black
#000000



Logo Type

Ipocamp

Ipocamp

Ipocamp

Logo Usage



Minimum size of the digital logo

Ivocamp



55 px

Minimum size of the print logo

Ivocamp



15 mm

Do's

Ipocamp

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Don'ts

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Ipocamp

Ipocamp

Ipocamp

Ipocamp

Label

Ipocamp

Since Creativity Matters

Typography

Logo

Caslon Graphique D

Title 1

Montserrat Extra Bold

Title 2

Helvetica Neue

Paragraph

Helvetica Neue LT Std