



#ivemind

BRANDING GUIDELINES

LOGOS

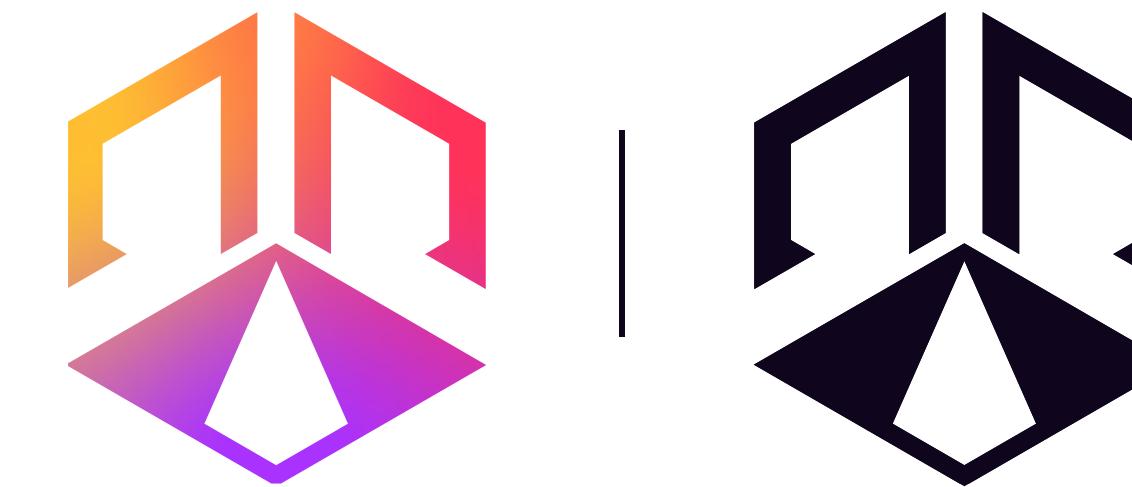


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VARIATIONS



ICON ONLY

#ivemind

TYPE ONLY

#ivemind

#ivemind

SOLID COLOR

#ivemind

NOT ALLOWED

PROHIBITED COMBINATIONS

TYPOGRAPHY

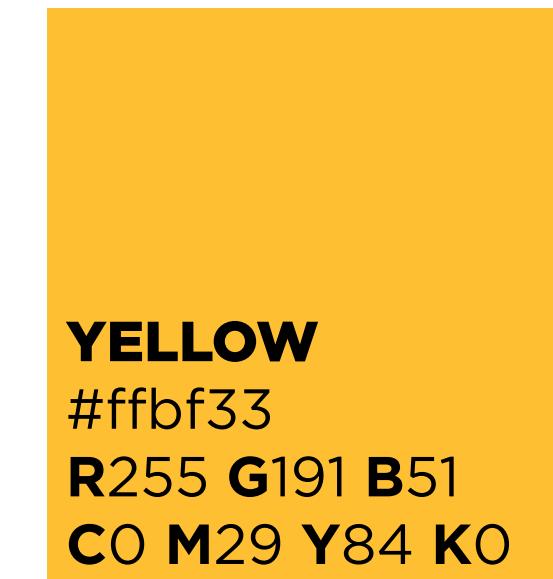
GOTHAM FAMILY

ULTRA | BLACK | BOLD | MEDIUM | BOOK | LIGHT | EXTRALIGHT | THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.!?)]]}



COLOURS

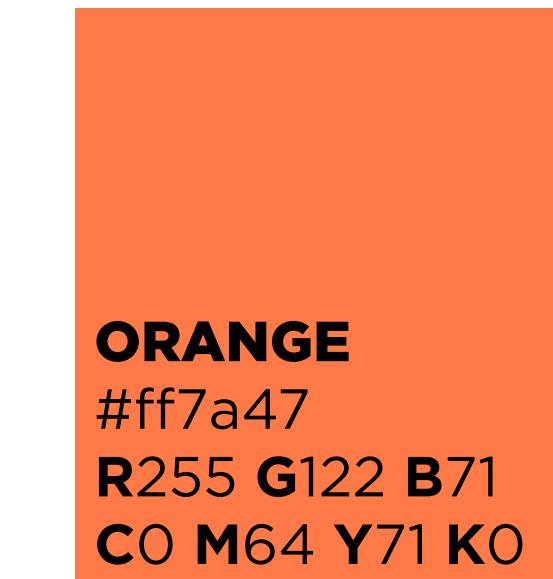


YELLOW

#ffbf33

R255 G191 B51

C0 M29 Y84 K0

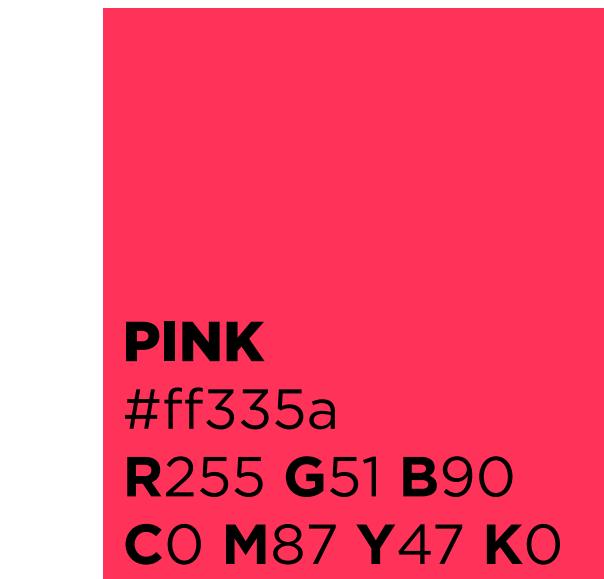


ORANGE

#ff7a47

R255 G122 B71

C0 M64 Y71 K0



PINK

#ff335a

R255 G51 B90

C0 M87 Y47 K0



VIOLET

#d47a98

R212 G122 B152

C15 M62 Y20 K1



PURPLE

#a933ff

R169 G51 B255

C59 M78 Y0 K0



MAGENTA

#d433ac

R212 G51 B172

C31 M83 Y0 K0

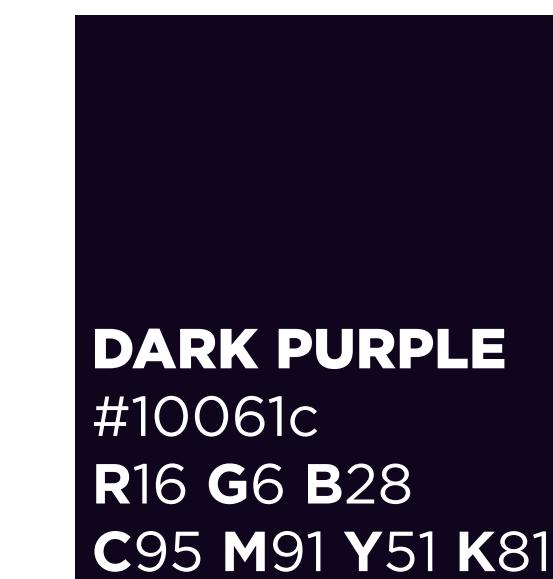


BLACK

#000000

R0 G0 B0

C0 M0 Y0 K100

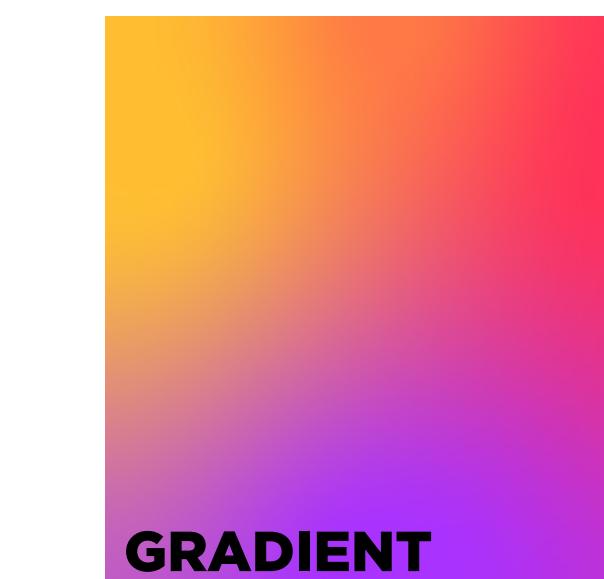


DARK PURPLE

#10061c

R16 G6 B28

C95 M91 Y51 K81



GRADIENT

ICONOGRAPHY

HIVEMIND makes use of triangles and hexagons in their iconography.



