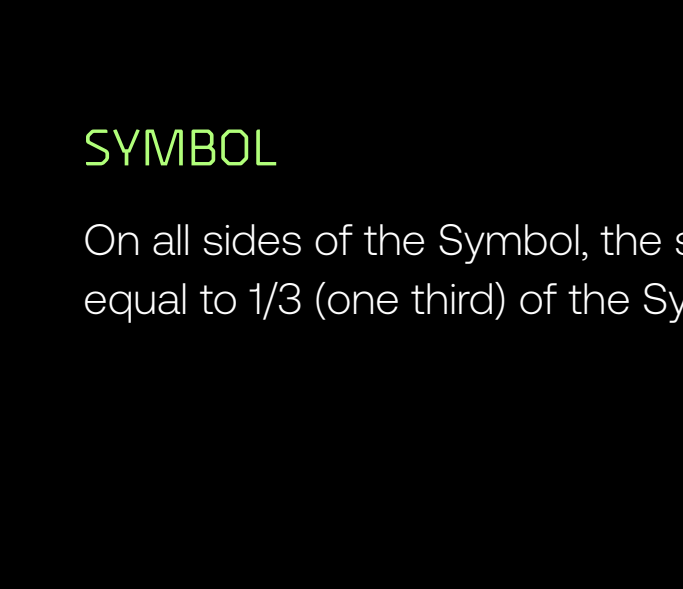
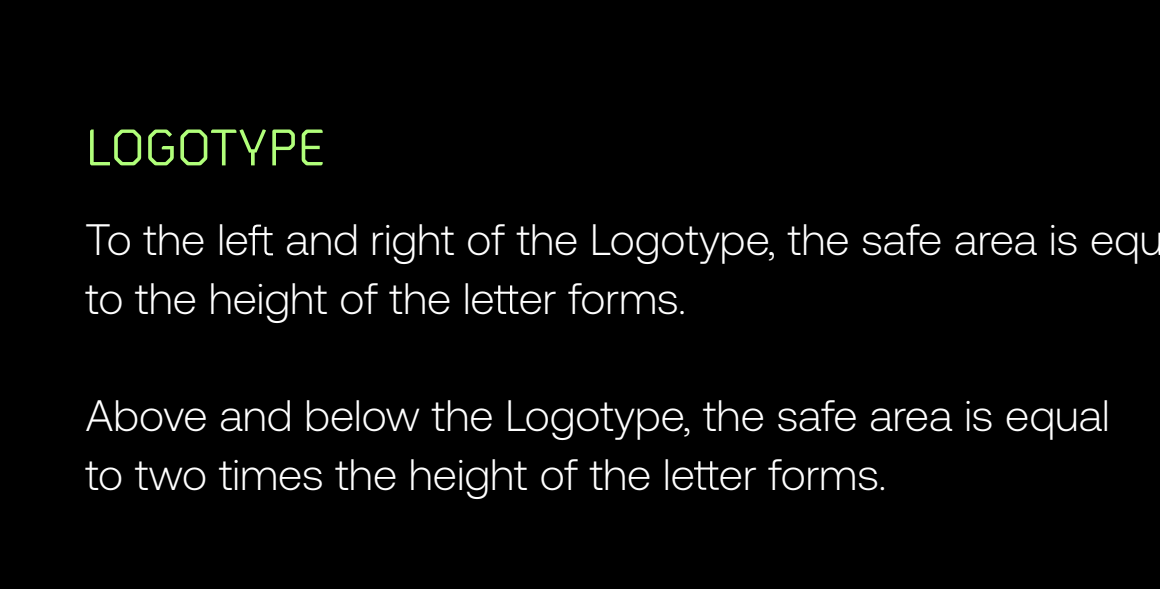


LOGOTYPE & SYMBOL

SAFE AREA



LOGOTYPE

To the left and right of the Logotype, the safe area is equal to the height of the letter forms.

Above and below the Logotype, the safe area is equal to two times the height of the letter forms.

SYMBOL

On all sides of the Symbol, the safe area is equal to 1/3 (one third) of the Symbol's height.

LOGOTYPE & SYMBOL

LOGOTYPE USE - DO'S

NIGHTWING

LIGHT BACKGROUND

The Logotype is always 100% Black when it is placed on any background tone that is above 50% of grayscale.

LOGOTYPE & SYMBOL

LOGOTYPE USE - DON'T'S

NIGHTWING

DARK BACKGROUND

The Logotype is always 100% White when it is placed on any background tone that is below 50% of grayscale.

LOGOTYPE & SYMBOL

LOGOTYPE USE - DON'T'S

NIGHTWING

Never use the accent color to fill the Logotype.

NIGHTWING

Never use low contrast between Logotype and background.

NIGHTWING

Never use colors outside of our primary color palette (see 3.1) to fill the Logotype.

NIGHTWING

Never use an opacity other than 100% to fill the Logotype.

NIGHTWING

Never use a gradient to fill the Logotype.

NIGHTWING

Never use strokes or outlines to create the Logotype.

LOGOTYPE & SYMBOL

LOGOTYPE USE - DON'T'S

NIGHTWING

Never use the accent color to fill the Logotype.

NIGHTWING

Never use strokes or outlines to create the Logotype.

NIGHTWING

Never use colors outside of our primary color palette (see 3.1) to fill the Logotype.

NIGHTWING

Never use the Logotype on top of an image that creates readability issues.

NIGHTWING

Never use two different tones to fill the Logotype.

NIGHTWING

Never alter the proportions of the Logotype.

LOGOTYPE & SYMBOL

SYMBOL USE - DON'T'S

NIGHTWING

Never use the accent color to fill the Symbol.

NIGHTWING

Never use low contrast between Symbol and background.

NIGHTWING

Never use colors outside of our primary color palette (see 3.1) to fill the Symbol.

NIGHTWING

Never use an opacity other than 100% to fill the Symbol.

NIGHTWING

Never use a gradient to fill the Symbol.

NIGHTWING

Never use strokes or outlines to create the Symbol.

LOGOTYPE & SYMBOL

SYMBOL USE - DON'T'S

NIGHTWING

Never use the accent color to fill the Symbol.

NIGHTWING

Never use strokes or outlines to create the Symbol.

NIGHTWING

Never use colors outside of our primary color palette (see 3.1) to fill the Symbol.

NIGHTWING

Never use the Symbol on top of an image that creates readability issues.

NIGHTWING

Never use two different tones to fill the Symbol.

NIGHTWING

Never alter the proportions of the Symbol.

LOGOTYPE & SYMBOL

SYMBOL PLACEMENT - DO'S



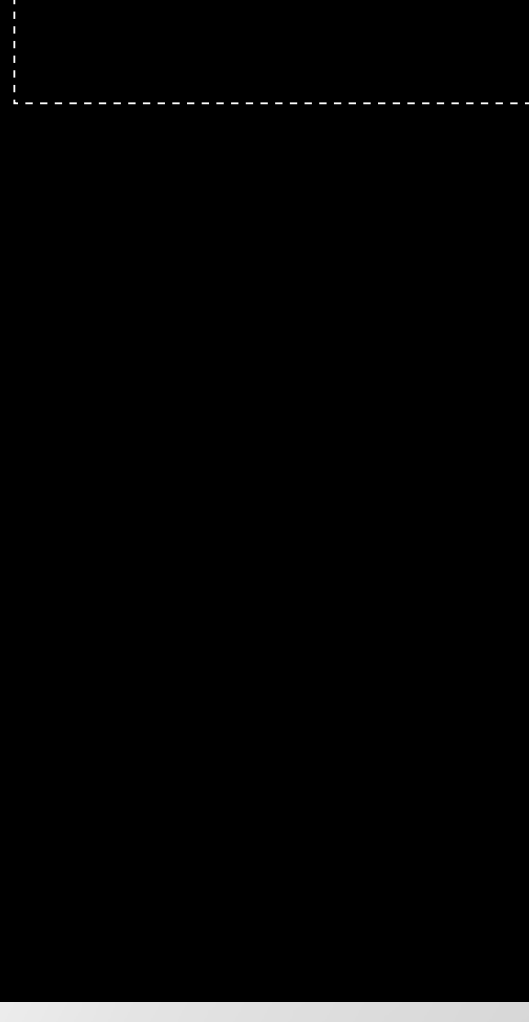
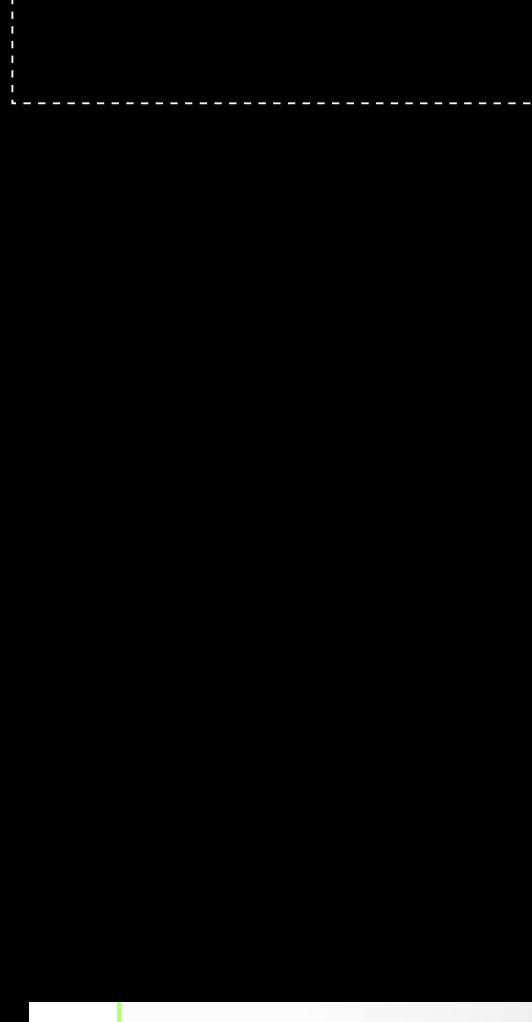
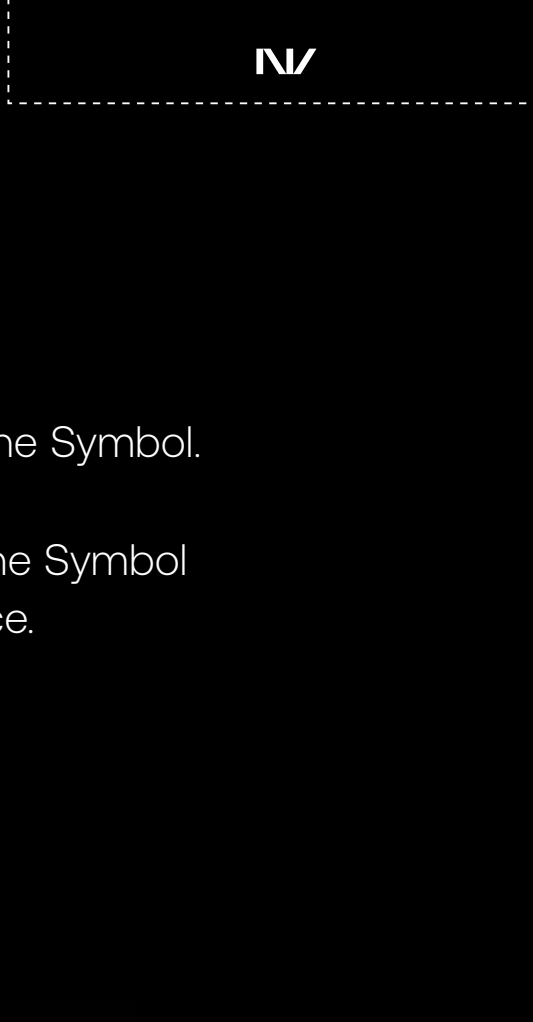
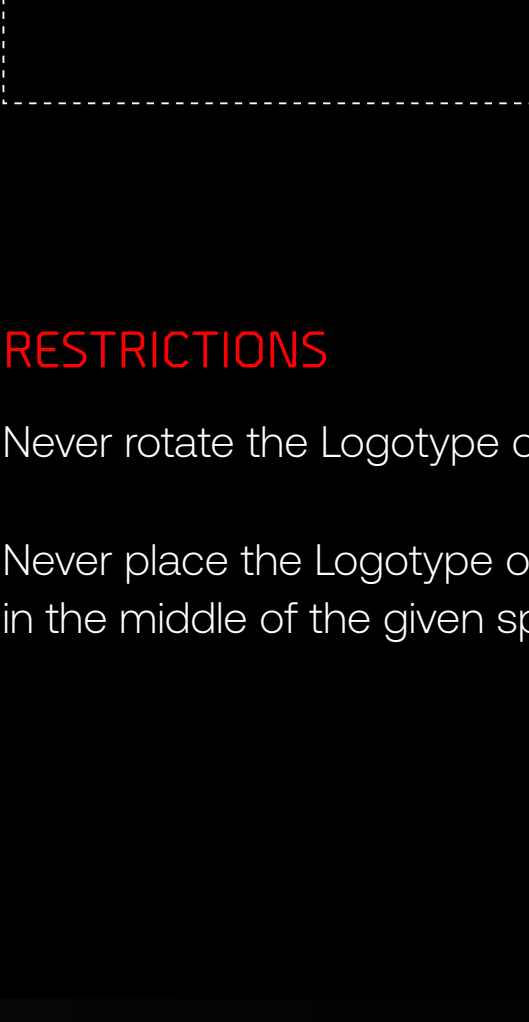
RULES

When both the Logotype and the Symbol are being used, place them at the opposite corners of the application.

When one of the two elements is being used place it freely at any of the corners of the application.

LOGOTYPE & SYMBOL

SYMBOL PLACEMENT - DON'T'S



RESTRICTIONS

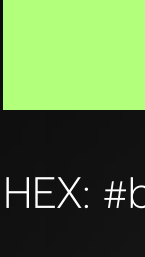
Never rotate the Logotype or the Symbol.

Never place the Logotype or the Symbol in the middle of the given space.

VISUAL IDENTITY

PRIMARY COLOR PALETTE

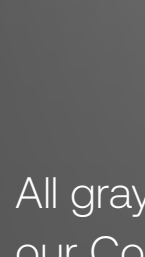
PRIMARY COLOR: WHITE



HEX: #FFFFFF | CMYK: 00 / 00 / 00 / 00

RGB: 255 / 255 / 255 | SOLID: Pantone 11-0601 TPG

PRIMARY COLOR: BLACK



HEX: #000000 | CMYK: 60 / 40 / 40 / 100

RGB: 0 / 0 / 0 | SOLID: Pantone Black 6 C

ACCENT COLOR - NIGHTWING GREEN



HEX: #b1ff7a | CMYK: 30 / 00 / 60 / 00

RGB: 177 / 255 / 122 | SOLID: Pantone 909 C

All grayscale tones are part of our Color Palette, as gradients.

VISUAL IDENTITY

SECONDARY COLOR PALETTE

ROYAL



HEX: #2c54af | RGB: 44 / 84 / 175

CMYK: 89 / 74 / 00 / 00

HUNTER



HEX: #2c893f | RGB: 44 / 105 / 63

CMYK: 82 / 35 / 88 / 26

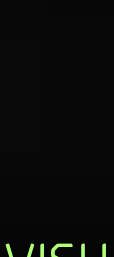
VIOLET



HEX: #836594 | RGB: 131 / 101 / 148

CMYK: 55 / 67 / 18 / 02

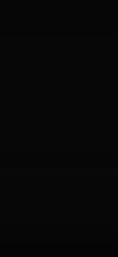
AQUA



HEX: #55b3cd | RGB: 85 / 179 / 205

CMYK: 63 / 11 / 15 / 00

BUTTER



HEX: #e9c375 | RGB: 233 / 195 / 117

CMYK: 09 / 22 / 63 / 00

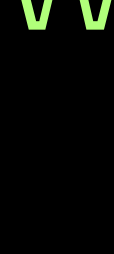
CORAL



HEX: #ec6860 | RGB: 236 / 104 / 96

CMYK: 02 / 74 / 59 / 00

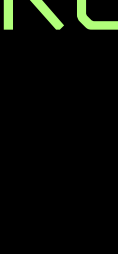
DARK GREY



HEX: #5c5c5c | RGB: 92 / 92 / 92

CMYK: 62 / 54 / 53 / 26

MEDIUM GREY



HEX: #b5b5b5 | RGB: 181 / 181 / 181

CMYK: 30 / 24 / 24 / 00

LIGHT GREY



HEX: #ededed | RGB: 237 / 237 / 237

CMYK: 06 / 04 / 04 / 00

SECONDARY COLOR PALETTE

The secondary color palette is primarily used for charts, graphs and infographics where additional colors are needed to distinguish data.

VISUAL IDENTITY

TYPOGRAPHY

PLAYING IT SAFE
WON'T KEEP US SAFE.

BORDA
HeadLine Font
-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

AEONIK
Body text Font
-
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789