



# Contesaur Identity manual

## 1. LOGO MARK



## 2. LOGOTYPE

COLORED

GRAYSCALE



## 3. COLORS

### Main colors

Note: All shades of main Colors are counting as Secondary colors

Black			
HEX	RGB	CMYK	
#17252A	23, 37, 42	45, 12, 0, 84	
Gray			
#888F91	137, 144, 145	6, 1, 0, 43	
Green			
#2BE0C1	43, 224, 193	81, 0, 14, 12	
Purple			
#9795FF	151, 149, 255	41, 42, 0, 0	
Gray 2			
#AEB3B5	174, 179, 181	4, 1, 0, 29	
Green 2			
#28CAAE	40, 202, 174	80, 0, 14, 21	
Purple 2			
#888E66	136, 134, 230	41, 42, 0, 10	
Gray 3			
#BFC5C5	191, 197, 197	3, 0, 0, 23	
Green 3			
#23B39A	35, 179, 154	80, 0, 14, 30	
Purple 3			
#7977CC	121, 119, 204	41, 42, 0, 20	
Gray 4			
#D1D4D4	209, 212, 212	1, 0, 0, 17	
Green 4			
#1F9D87	31, 157, 135	80, 0, 14, 38	
Purple 4			
#6A68B3	106, 104, 179	41, 42, 0, 30	
Gray 5			
#E7E9E9	231, 233, 233	1, 0, 0, 9	
Green 5			
#1A8674	26, 134, 116	81, 0, 13, 47	
Purple 5			
#5B5999	91, 89, 153	41, 42, 0, 40	
Gray 6			
#F6F6F7	246, 246, 247	0, 0, 0, 3	
Green 6			
#167061	22, 112, 97	80, 0, 13, 56	
Purple 6			
#4C4B80	76, 75, 128	41, 41, 0, 50	
Green 7			
#DEFEF8	222, 254, 248	13, 0, 2, 0	

### Other colors

with shades

Blue				Yellow				Red			
HEX	RGB	CMYK		HEX	RGB	CMYK		HEX	RGB	CMYK	
#40D2F2	64, 210, 242	74, 13, 0, 5		#FFE500	255, 229, 0	0, 10, 100, 0		#F45050	244, 80, 80	0, 67, 67, 4	
Blue 2				Yellow 2				Red 2			
#3ABDDA	58, 189, 218	73, 13, 0, 15		#E6CE00	230, 206, 0	0, 10, 100, 10		#F12727	241, 39, 39	0, 84, 84, 5	
Blue 3				Yellow 3				Red 3			
#33ABC2	51, 168, 194	74, 13, 0, 24		#CCB700	204, 183, 0	0, 10, 100, 20		#D80E0E	219, 14, 14	0, 94, 94, 14	
Blue 4				Yellow 4				Red 4			
#2D93A9	45, 147, 169	73, 13, 0, 34		#B3A000	179, 160, 0	0, 11, 100, 30		#AF0B0B	175, 11, 11	0, 94, 94, 31	
Blue 5				Yellow 5				Red 5			
#267E91	38, 126, 145	74, 13, 0, 43		#998900	153, 137, 0	0, 10, 100, 40		#830B0B	131, 8, 8	0, 94, 94, 49	
Blue 6				Yellow 6				Red 6			
#206979	32, 105, 121	74, 13, 0, 53		#807300	128, 115, 0	0, 10, 100, 50		#580606	88, 6, 6	0, 93, 93, 65	

## 4. FONTS

### MAIN VAG Rounded

**Bold**

Used mainly for headlines

**EXTRABOLD CAPITALIZED**

Used for small secondary headlines.

FREE ALTERNATIVE

### Nunito

[LINK](#)

**ExtraBold**

Used alternatively for headlines. Also used for numbers in numbered lists.

**Regular**

Used as a main body font for the app and most of the marketing assets.

**ExtraLight**

Used as a website body font

**EXTRABOLD CAPITALIZED**

Used for small secondary headlines.

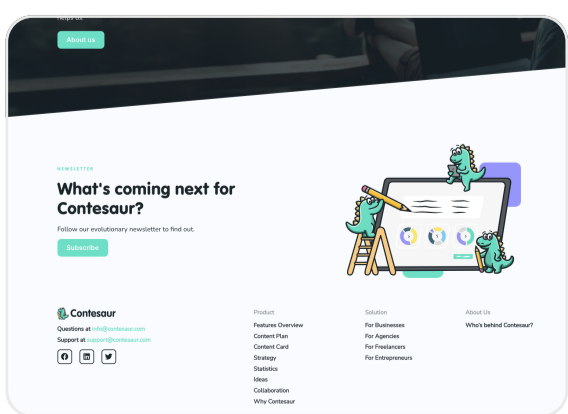
## 5. ADDITIONAL ELEMENTS

### Contesaur Tablet Illustration

Used as separate illustration. Can be also combined with rectangle shapes



USAGE EXAMPLE



### Green and Purple Rounded Rectangle Shapes

Used as background elements for presenting screens or just as additional elements to fill the space



USAGE EXAMPLE

