

BRAND GUIDELINES

How to use the Elemental wordmark, colour system and typography in editorial and partner contexts.

COLOUR

The Palette

Polar

#05070C

Frost

#F2F7FF

Mist

#96A4BB

Ice

#7FD8E8

Ember

#FF7A45

TYPOGRAPHY

Wordmark and headlines: Unbounded (900). Body copy: Sora (300/400). Labels and metadata: Space Mono, uppercase, letter-spaced.

USAGE

- Always set the wordmark in uppercase: ELEMENTAL.
- Keep clear space of at least the cap height on every side.
- Use Frost on dark backgrounds; Polar on light backgrounds. Do not recolour.
- Do not stretch, rotate, outline or add effects to the wordmark.