

LOGO



Anura color logo



Anura reverse color logo

LOGO – BLACK / WHITE



Anura black 1-color logo



Anura white 1-color logo

# LOGO – CLEAR SPACE



Use the height of the type<sup>2</sup> as a guide for clear space around the logo.

## LOGO – ICON



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Anura Icon can be used singularly as a decorative element.

# COLOR PALETTE

Anura Blue 1  
Pantone 801C

CMYK 74/36/0/0  
RGB 0/145/234  
HEX #0091ea

Anura Blue 1 is the primary blue, used for headlines, subheads and to highlight important points within the body copy.

Anura Blue 2  
Pantone 2995C

CMYK 66/17/0/0  
RGB 0/176/255  
HEX #00b0ff

Anura Blue 2 is the secondary blue, used together with Anura Blue 1.

Anura Blue 3  
Pantone 298C

CMYK 58/5/0/0  
RGB 64/196/255  
HEX #40c4ff

Anura Blue 3 is the tertiary blue, used together with Anura Blue 1 & 2.

Accent Teal

CMYK 55/0/6/0  
RGB 32/227/255  
HEX #20e3ff

Anura Teal is the quaternary blue, used together with Anura Blue 1, 2 & 3, only within the blue gradients.

## Anura Gradient

Any or all of the blues can be used together in a gradient.

Accent Green

CMYK 78/0/100/0  
RGB 0/184/46  
HEX #00b82e

Accent Green is the primary accent color, used for primary call-to-actions and links.

Accent Orange

CMYK 9/78/100/1  
RGB 221/90/0  
HEX #dd5a00

Accent Orange is an accent color, used to highlight ancillary information, like page names and notifications.

Accent Yellow

CMYK 0/22/100/0  
RGB 255/199/0  
HEX #ffc700

Accent Yellow is a secondary accent color to be used sparingly.

Dark Blue

CMYK 100/73/25/8  
RGB 0/80/130  
HEX #005082

Dark Blue is used as a background color, or when a dark contrasting color is needed.

Black

CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000

Black is used for headlines.

Darker Gray

CMYK 68/61/60/49  
RGB 62/62/62  
HEX #3e3e3e

Darker Gray is used for body copy.

Dark Gray

CMYK 57/49/48/16  
RGB 110/110/110  
HEX #6e6e6e

Dark Gray is used as a background color.

Primary Gray

CMYK 41/33/33/1  
RGB 158/158/158  
HEX #9e9e9e

Primary Gray is used as a primary color alongside Anura Blue 1.

Light Gray

CMYK 5/3/3/0  
RGB 239/239/239  
HEX #e0e0e0

Light Gray is used as a background color, in conjunction with White, to separate sections of content.

White

CMYK 0/0/0/0  
RGB 255/255/255  
HEX #ffffff

White is used as the main background color.