

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



Anura icon can be used singularly as a decorative element.

## LOGO WITH TAGLINE



Anura logo with tagline can be used only when the title "Ad Fraud Solution" is needed.



## 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 #e9e9e9

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.

DISPLAY HEADLINES

Lorem ipsum **dolor** sit amet

Manrope Light  
condensed letter-spacing  
#000000

Manrope Extra Bold  
condensed letter-spacing  
#0091EA

CALL TO ACTION BUTTONS

Standard Green



#00b82e

Manrope Medium  
uppercase  
expanded letter-spacing

Gradient Option



#00a26f

#00b82e

Manrope Medium  
uppercase  
expanded letter-spacing

DO NOT

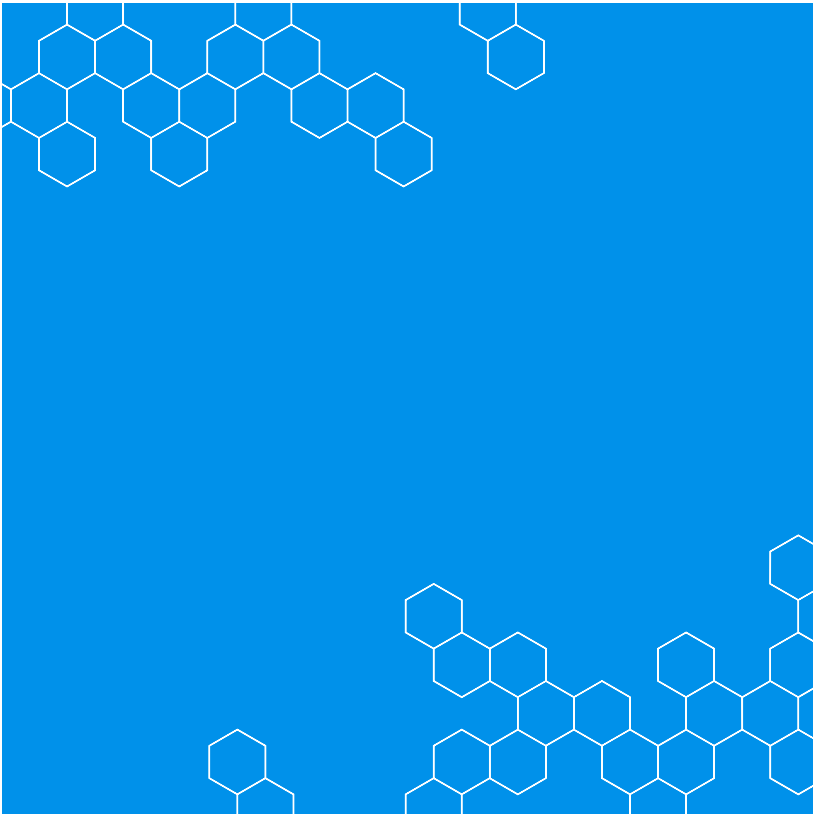
Lorem ipsum dolor **sit** amet

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Don't bold in black.

Only bold 1-2 words in blue and underlined.

BLUE HEX BACKGROUND PATTERN – EDITABLE IN ADOBE ILLUSTRATOR





BLUE GRADIENT BACKGROUND SHAPES – EDITABLE IN ADOBE ILLUSTRATOR