



# Brand Guidelines

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# Contents

03 Logo

04 Typography

05 Colour

# Logo

The Status logotype shown here is the primary mark and to be used on all Status branded materials.



# Typography

The primary Status typeface is Manrope3.

The secondary typeface is IBM Plex Sans.

## Manrope3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

## IBM Plex Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

# Colour

The Status colour palette.

Accent Blue



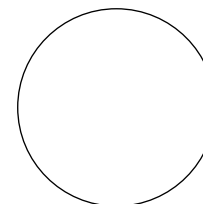
#4360DF  
RGB: 67, 96, 223  
Pantone 2726 C

Light Blue



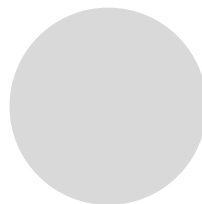
#ECEFFC  
RGB: 67, 96, 223

White



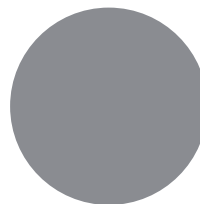
#FFFFFF  
RGB: 255, 255, 255

Light Grey



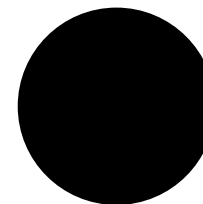
#80807f  
RGB: 129, 128, 128

Dark Grey



#3C4049  
RGB: 129, 128, 128

Black



#FFFFFF  
RGB: 0, 0, 0