

CRAZY



Brand guidelines



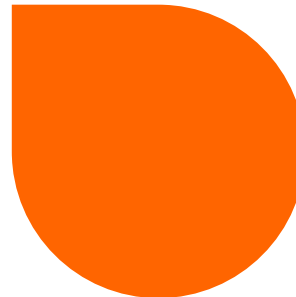
Logo details

Logo colours

Safety Orange

HEX #FF6500

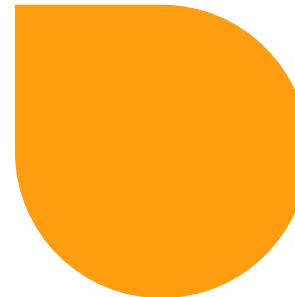
R: 255 G: 101 B: 0



Dark Tangerine

HEX #FE9D0F

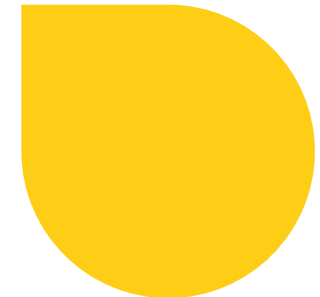
R: 254 G: 157 B: 15



Turbo

HEX #FCE117

R: 254 G: 206 B: 23



Logo details

Logo safe space

To make sure the logo appears uncluttered, use the 8 as minimum safe space around it.



Logo details

Logosymbol and wordmark
colours for different backgrounds.



Logo details

On screens—go the extra mile to make sure the logo is pixel perfect. Because different surfaces requires different dimensions, adjust the logo to be pixel perfect.



C **CR** **A** **ZY**

Typography

Montserrat typeface family.

Make headlines and secondary headlines 900 (black) and 600 (semi bold). Make all other text 400 (normal). Left-align it. Add contrast by using large and small type sizes in the same layout.

Montserrat on Google Fonts:

<https://fonts.google.com/specimen/Montserrat>

Bb
Aa **cRz**

Ei **8** **gh** **t**

Colors

Brand colors are a palette of orange hues mixed with a white and black accent. Supporting hues are a Limeade and Clay Creek for use in user interfaces.

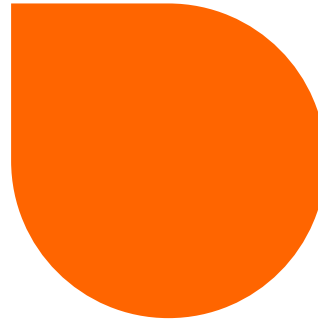


Main colors

Safety Orange

HEX #FF6500

R: 255 G: 101 B: 0



Dark Tangerine

HEX #FE9D0F

R: 254 G: 157 B: 15



Turbo

HEX #FCECE17

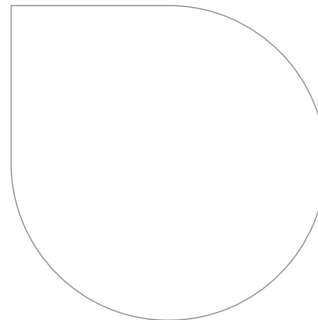
R: 254 G: 206 B: 23



White

HEX #FFFFFF

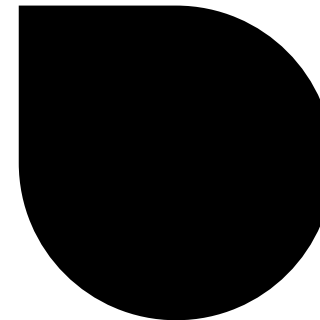
R: 255 G: 255 B: 255



Black

HEX #000000

R: 0 G: 0 B: 0



Sugar Cane

HEX #ECECDE

R: 236 G: 236 B: 222



Supporting hue

Use the supporting hues moderately — a lot can be achieved with main colors.

Citrus

HEX #99AF00

R: 153 G: 175 B: 0



Limeade

HEX #4A9500

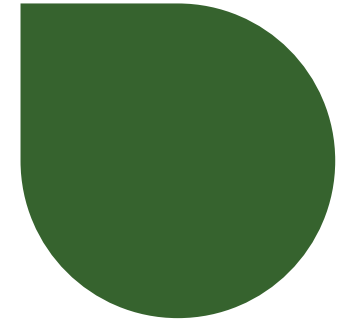
R: 74 G: 149 B: 0



Green House

HEX #36632E

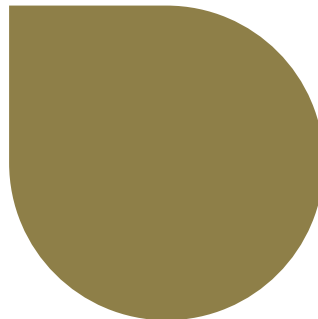
R: 54 G: 99 B: 46



Clay Creek

HEX #8E7F48

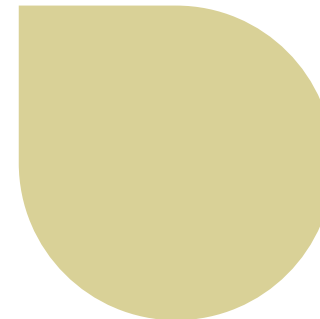
R: 142 G: 127 B: 72



Tahuna Sands

HEX #D9D197

R: 217 G: 209 B: 151



Gradient

HEX #EAB14C

HEX #FF3600

HEX #FFEE00

