

 **influicity**

DIGITAL BRAND GUIDE

The logo for Influicity features a blue lowercase 'i' with a white star inside its dot, followed by the word 'influicity' in a bold, blue, lowercase sans-serif font.

influicity

THE CLASSIC LOGO

This is the main Influicity text logo.

It should be used in this form whenever possible.

THE CLASSIC ICON

*This is the main Influicity icon.
It should be used in this form whenever possible.*





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The Classic Logo on Light Background

This version with the dark logo works well on lighter backgrounds.



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The White Logo on Dark Background

This version with the white logo works well on dark and busy backgrounds.

BRAND COLOUR



#416D9C
R65, G109, B156

PRIMARY COLOUR



#4984C3
R73, G132, B195

SECONDARY COLOUR



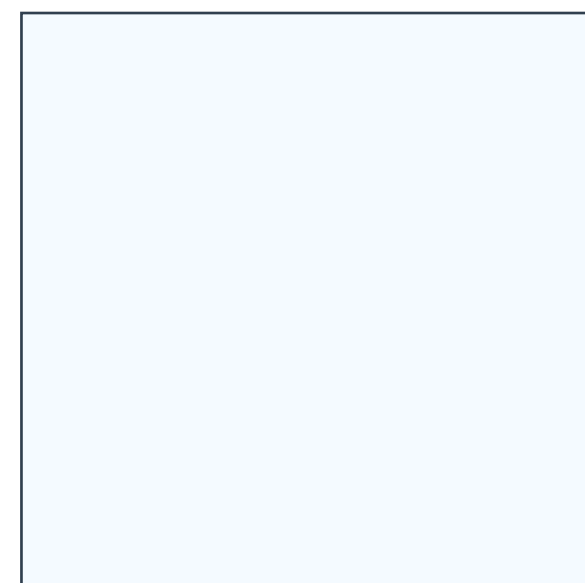
#7AB0FC
R122, G176, B252

DARK BACKGROUND



#2F404F
R47, G64, B79

LIGHT BACKGROUND



#F4FAFF
R47, G64, B79

TEXT COLOUR



#2F404F
R47, G64, B79