



TYPOGRAPHY

Comfortaa

HEADER TYPEFACE

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Sora

BODY TEXT TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

EXAMPLE

Xperience is a next-generation dating platform focused on fostering meaningful, emotionally safe connections through AI and human matchmaking.

#87CEEB
Sky Blue

#98FF98
Mint Green

#E6E6FA
Lavender

#006989
Cerulean

Logo Usage



Exclusion Zone

The exclusion zone is designed to create a clear space around the logo. To ensure clarity, it is important that other element do not enter the Exclusion Zone.

'x' mark ensure sufficient breathing room around the logo to maintain it's visual integrity. 'x' is the height of letter P in the logomark.



Logo Misuse

Here are some ways the brand logo should never appear.



Do not distort or compress



Do not pull



Do not alter or use external colours



Do not use stroke



Do not rotate the logo



Do not mirror

Logo Scale

Apply the principles of responsive design by modifying the size of the logo proportionately to create a visually cohesive presence on a range of screens and devices.

Ensure that the logomark is not smaller than 200px in width. That is the minimum size to ensure all attributes of the logo are legible at any point.



Submark

The icon should be used in place of the primary logo where the primary logo would be too large to function, such as social media profile picture, App icons, website favicons, etc.

