CRAB

Brand Design

GRAB

Logo

design and background

CRAB

Logo on white background
- recomended -

CRAB

Logo on black background

Not recommended

Logo

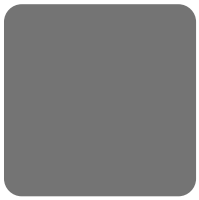
Spacing

Crab logo must include a negative space arround it, also called protected zone. This means that no other elements should be included in the protected zone and in this area there shouln't be any other intersection with backgrounds or geometric shapes.

Colors

Primary

Black
RGB: 32 | 32 | 32
CMYK: 72% | 66% | 65% | 74%
Web: #202020



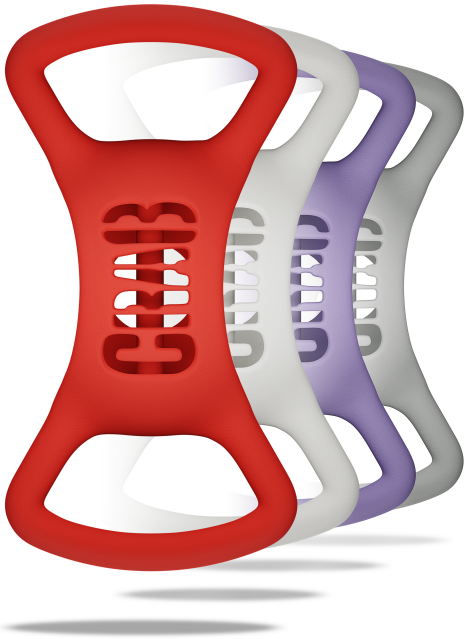
Grey
RGB: 116 | 116 | 117
CMYK: 56% | 47% | 47% | 12%
Web: #747475

Grey
RGB: 116 | 116 | 117
CMYK: 56% | 47% | 47% | 12%
Web: #747475

Secondary

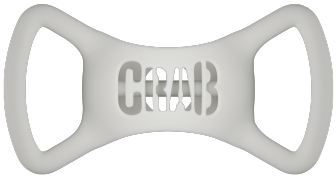
Pearl Violet
RGB: 110 | 100 | 136
CMYK: 63% | 63% | 27% | 6%
Web: #6E6488

Product Colors



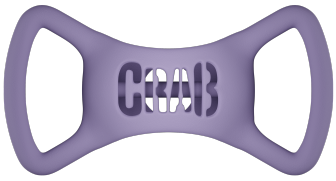
Flame Red

#6E6488



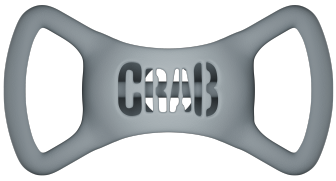
Traffic White

#f1f0ea



Pearl Violet

#6e6387



Anthracite Grey

#383e42

Typography

Fonts

Headlines (H1) - Futura Medium, size 64 px, uppercase

THE QUICK BROWN FOX JUMPS OVER

Subtitles, subheadlines (H2) - Futura Medium, size 36 px, Sentence case

The quick brown fox jumps over the lazy dog

Paragraph (p) - Futura Medium, size 18 px,
Sentence case

The quick brown fox jumps over the lazy dog

Label, button, links - Futura bold, size 18 px, uppercase

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Crab