

# Pure Edge, Inc.

## *Brand Style Guide*



## Brand Typography

Our brand typography leads with Open Sans ExtraBold for headers. For subheaders, we use Playfair Display Bold Italic. Headers and subheaders can be presented as #2d3F71 or #000000, depending on accessibility. Open Sans #000000 is used for body text. Open Sans ExtraBold should be used sparingly and intentionally as an accent font, as either **#000000** or **#6275d1**.

### **Titles/Headers**

Open Sans ExtraBold

**Aa**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy  
Zz**

**1 2 3 4 5 6 7 8 9 0**

### ***Subheaders***

Playfair Display Bold Italic

***Aa***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz***

***1 2 3 4 5 6 7 8 9 0***

Body Text

Open Sans

**Aa**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

### **Accent Text**

Open Sans ExtraBold

**Aa**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy  
Zz**

**1 2 3 4 5 6 7 8 9 0**



# Brand Colors

## *Background*

|                     |                     |                     |
|---------------------|---------------------|---------------------|
| Hex Code<br>#f7f8f8 | Hex Code<br>#000000 | Hex Code<br>#2d3f71 |
| RGB<br>247-248-248  | RGB<br>0-0-0        | RGB<br>45-63-113    |

## *Headers/Body Copy*

## *Headers Option 2*

## *Flood Block Color Palette*

|                     |                     |                     |                     |
|---------------------|---------------------|---------------------|---------------------|
| Hex Code<br>#a4cdeb | Hex Code<br>#a3aaf0 | Hex Code<br>#d0b3f4 | Hex Code<br>#8ec9cd |
| RGB<br>164-205-235  | RGB<br>163-170-240  | RGB<br>208-179-244  | RGB<br>142-201-205  |

## *Type Color Palette*

|                     |                     |                     |                     |
|---------------------|---------------------|---------------------|---------------------|
| Hex Code<br>#5cabdc | Hex Code<br>#6275d1 | Hex Code<br>#b68ae4 | Hex Code<br>#71b4b5 |
| RGB<br>92-171-220   | RGB<br>98-117-209   | RGB<br>182-138-228  | RGB<br>113-180-181  |