

PRIMARY



inclusive **futures**

For use on light backgrounds

INVERTED



inclusive **futures**

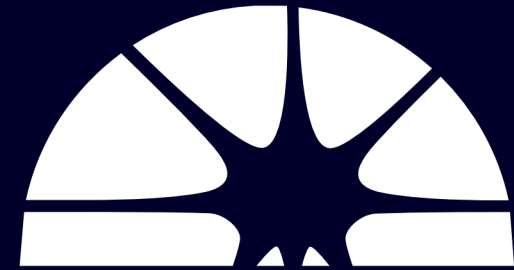
For use on dark backgrounds

MONOTONE BLACK



inclusive **futures**

MONOTONE WHITE



inclusive **futures**

For black and white printing, where needed

SUBMARK/ICON



The icon may be used independently from the logotype

SUBMARK/ICON



Both dark and light have a version with and without 'ripples'

**PALETTE**

**PRIMARY**

Mustard



RGB: 246, 158, 27  
CMYK: 0, 43, 88, 0  
HEX: f69e1b

Ink Blue



RGB: 43, 55, 112  
CMYK: 100, 87, 0, 31  
HEX: 2B3770

Pastel White



RGB: 250, 250, 250  
CMYK: 0, 0, 0, 2  
HEX: fafafa

**INVERTED**

Spicy Orange



RGB: 230, 123, 56  
CMYK: 0, 47, 76, 10  
HEX: e67b38

Minsk Purple



RGB: 61, 54, 108  
CMYK: 44, 50, 0, 58  
HEX: 3d366c

Midnight



RGB: 1, 0, 41  
CMYK: 98, 100, 0, 84  
HEX: 010029

## PRIMARY FONT

# Chantilly

Chantilly is our main typeface, borrowed from iRO's primary logotype. However, for use on *Inclusive Futures* I'd restrict our boldest font weight to **Medium** (rather than the **bold**, used in **iRO**). Chantilly can be used for both Headings and Body Text, though I'd recommend using it mainly for the body.

## RULES

Spacing should always be set to 0.  
At a size of 10 pt, the line spacing is 12 pt.

Aa

Chantilly Light

Primarily used for body text or quotes.

Aa

*Chantilly Light Oblique*

*Utilized for highlighting or emphasizing 'Chantilly Light' text or quotes.*

Aa

Chantilly Regular

Used for body text in cases of ill-readability, but especially for titles.

Titles are usually in capitals, but are not fixed. This font is sometime also used for highlighting within a Chantilly Light text.

Aa

*Chantilly Oblique*

Utilized for highlighting or emphasizing 'Chantilly Regular' text in cases of ill-readability.

Aa

Chantilly Medium

Reserved for small subheads in uppercase.

## SECONDARY FONT

# Poppins

Poppins is a bold but balanced typeface. Perfect for use in headings or quotes overlaying visuals. I'd use the Poppins font specifically for large type and Headings- with the freedom to play with font-weight to highlight certain words of phrases.

### RULES

Spacing should always be set to 0.  
At a size of 10 pt, the line spacing is 12 pt.

Aa

Poppins Light

Primarily used for title text or quotes.

Aa

Poppins Regular

Used for title text in cases of ill-readability, but especially for overlays. Titles can be capitalized, but are generally Sentence-case.

Aa

*Poppins Medium*

Utilized for highlighting or emphasizing 'Poppins Regular' text in cases of ill-readability.

Aa

**Poppins Bold**

**Reserved large format text. Overlays, etc.**