



Brand Colors

Color Specification

Primary Logo

Logo use and best practices

Typography

Typeface and Hierarchy

Brand Colors

Color Specification

#1c1b1b
R28 G27 B27
C72 M67 Y65 K77

#222222
R34 G34 B34
C72 M66 Y64 K72

#333333
R51 G51 B51
C69 M63 Y62 K58

#2ab27b
R42 G178 B123
C76 M2 Y70 K0

Primary Logo

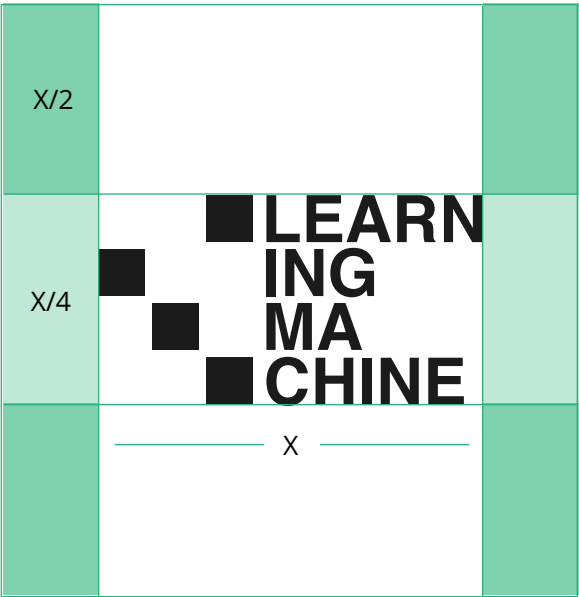
Logo use and best practices

The Learning Machine logo can be dark or light, but never a color.



Primary Logo

Logo use and best practices



Minimum Size



AVOID

Avoid using the logo in any way other than what is approved above.



Typography

Typeface & Hierarchy

Open Sans (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When to use: For large headings and sub headlines

Open Sans (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When to use: For body text

Open Sans (Semibold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When to use: For larger-sized section headings

Typography

Typeface & Hierarchy

Empower your people with verifiable digital records.

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More Details

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium pretium tempor. aliquam erat laoreet.

Inverted

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium pretium tempor. Ut eget imperdiet neque.