



Pet Tinder Brand Guidelines

Logo and Variants



Fonts

Comfortaa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()-=+`~,.?/\|<>{}[];:'"

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()-=+`~,.?/\|<>{}[];:'"

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()-=+`~,.?/\|<>{}[];:'"

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()-=+`~,.?/\|<>{}[];:'"

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()-=+`~,.?/\|<>{}[];:'"

Colours

Primary

RGB: 237 38 144

HEX: #ED2690

CMYK: 0 95 0 0



Secondary

RGB: 14 146 161

HEX: #0E92A1

CMYK: 81 25 34 1



Black

RGB: 0 0 0

HEX: #000000

CMYK: 0 0 0 100

