Brand Guidelines

Welcome to

Asian chat

- Logo
- Typography
- Visual Devices
- Images
- Colours

The Logo

Primary colour logo

Secondary colour logo

The Logo

Flat colour logo

Logo without strapline

Primary logo whiteout

Primary logo reversed

Typefaces

Headings / Tag lines **Century Gothic**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Body Copy and Web **Myriad Pro**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad Pro Semibold

Colours

Primary colour palette

HEX: #001822
RGB: R0 G24 B34
CMYK: C87 M70 Y60 K74

HEX: #145F65
RGB: R20 G95 B100
CMYK: C89 M47 Y51 K24

HEX: #7ABE1B
RGB: R122 G190 B27
CMYK: C58 M0 Y100 K0

HEX: #CEFF00
RGB: R206 G255 B0
CMYK: C25 M0 Y100 K0

HEX: #3D1063
RGB: R61 G16 B99
CMYK: C90 M100 Y25 K24

HEX: #FF00CC
RGB: R255 G0 B204
CMYK: C13 M86 Y0 K0

Secondary colour palette

HEX: #0065CE
RGB: R0 G101 B206
CMYK: C86 M62 Y0 K0

HEX: #00FFF8
RGB: R0 G255 B248
CMYK: C52 M0 Y16 K0

HEX: #ED1847
RGB: R237 G24 B71
CMYK: C0 M100 Y70 K0

HEX: #EF4223
RGB: R239 G66 B35
CMYK: C0 M89 Y100 K0

HEX: #FDD732
RGB: R253 G215 B50
CMYK: C0 M13 Y90 K0

HEX: #636563
RGB: R99 G101 B99
CMYK: C61 M51 Y52 K22

Image Treatment

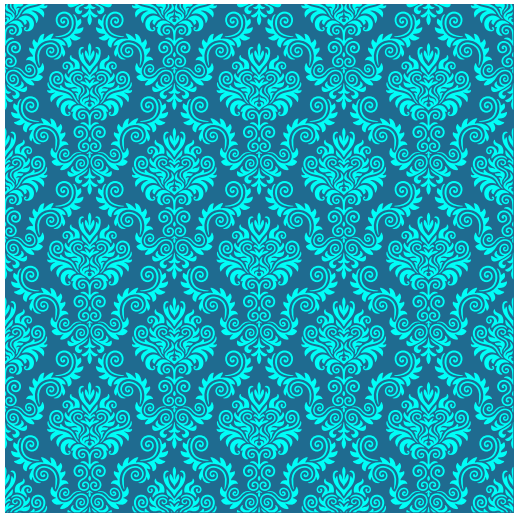
Sparkle

Streak

Visual Devices

Floral Patterns

Wallpapers



Mehndi Designs