



brandwatch

our logo

Logo guidelines/ Media pack

VERSION 01

Our logo/



LOGO/ GREY BOX
bw-greybox-logo



LOGO/ HORIZONTAL
bw-horizontal-logo

brandwatch

LOGO/ MONO
bw-mono-logo



Our logo/ cont...



LOGO/ WHITE BOX
bw-whitebox-logo

LOGO/ HORIZONTAL
bw-horizontal-logo

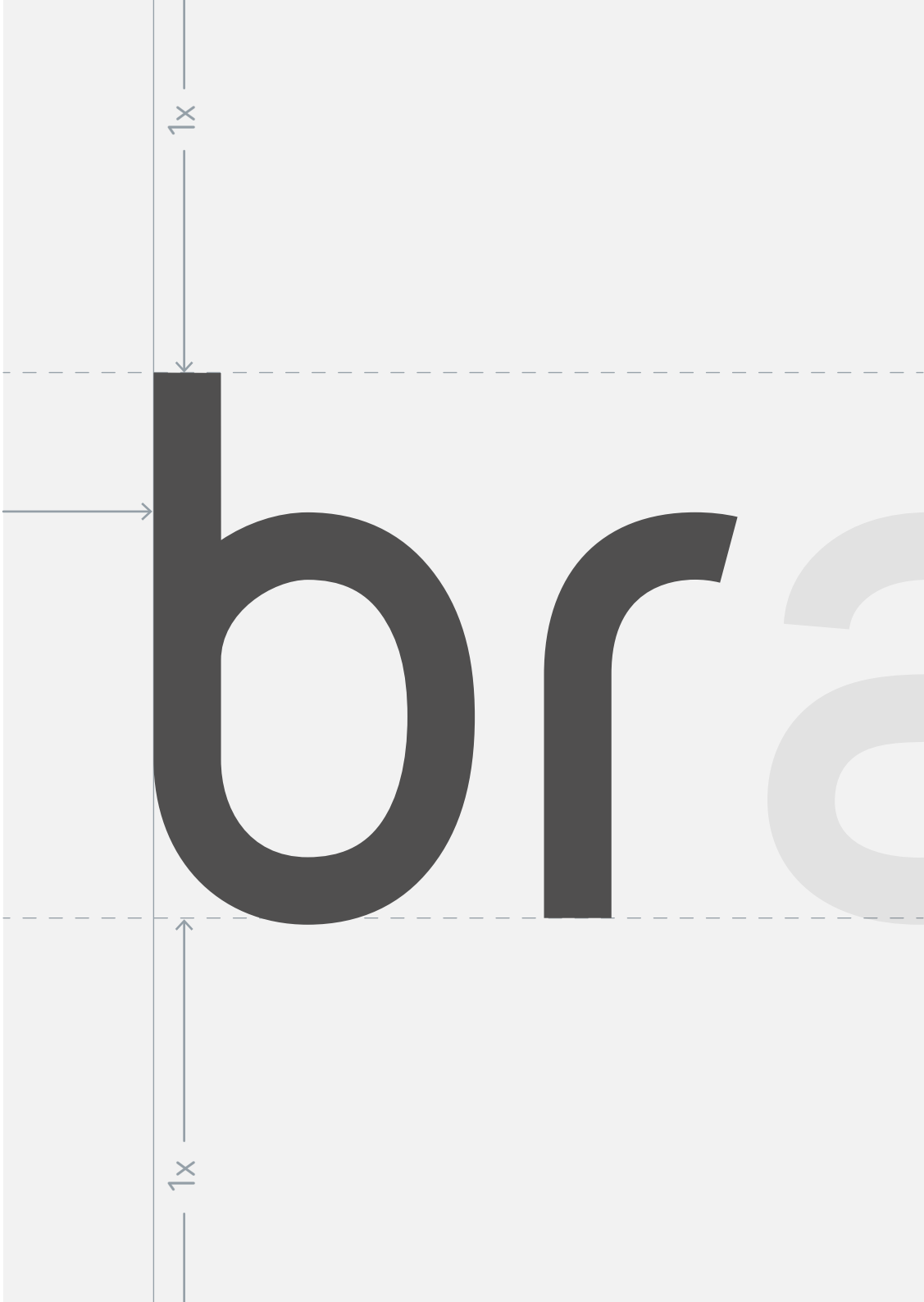
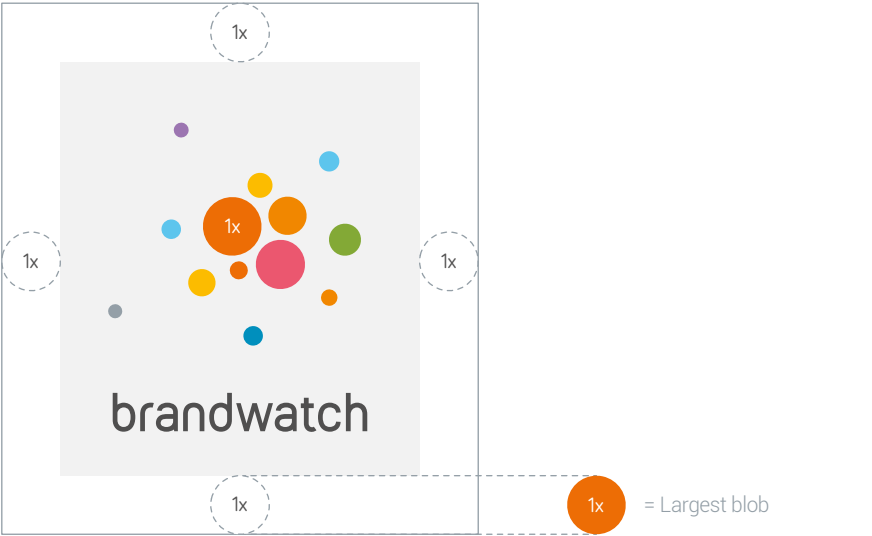


brandwatch

LOGO/ WHITEOUT
bw-whiteout-logo

brandwatch

Exclusion zones/



Color palette/

CORE PALETTE



#FF586F
R255 G88 B111
C0 M78 Y40 K0
PMS 185C
PMS 185U



#F46B00
R244 G107 B0
C0 M67 Y100 K0
PMS 021C
PMS 021U



#FF8F00
R255 G143 B0
C0 M55 Y100 K0
PMS 151C
PMS 137U



#F6BE00
R246 G190 B0
C0 M29 Y100 K0
PMS 7549C
PMS 7549U



#8EA53C
R142 G165 B60
C57 M15 Y95 K0
PMS 7496C
PMS 383U



#5FC3E6
R95 G195 B230
C60 M0 Y3 K0
PMS 306C
PMS 305U



#008EB4
R0 G142 B180
C83 M27 Y15 K0
PMS 313C
PMS 7704U



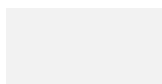
#9C7CB6
R156 G124 B182
C46 M60 Y0 K0
PMS 7676C
PMS 7676U



#969C9E
R150 G156 B158
C15 M0 Y0 K45
PMS 429C
PMS 429U



#4C4C4C
R76 G76 B76
C0 M0 Y0 K83
PMS 7540C
PMS 433U



#F2F2F2
R242 G242 B242
C0 M0 Y0 K7



Our fonts/

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz

ROBOTO THIN

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz

ROBOTO REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz

ROBOTO LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
rstuvwxyz

ROBOTO MEDIUM

aA

ROBOTO

Contact/

For further company information,
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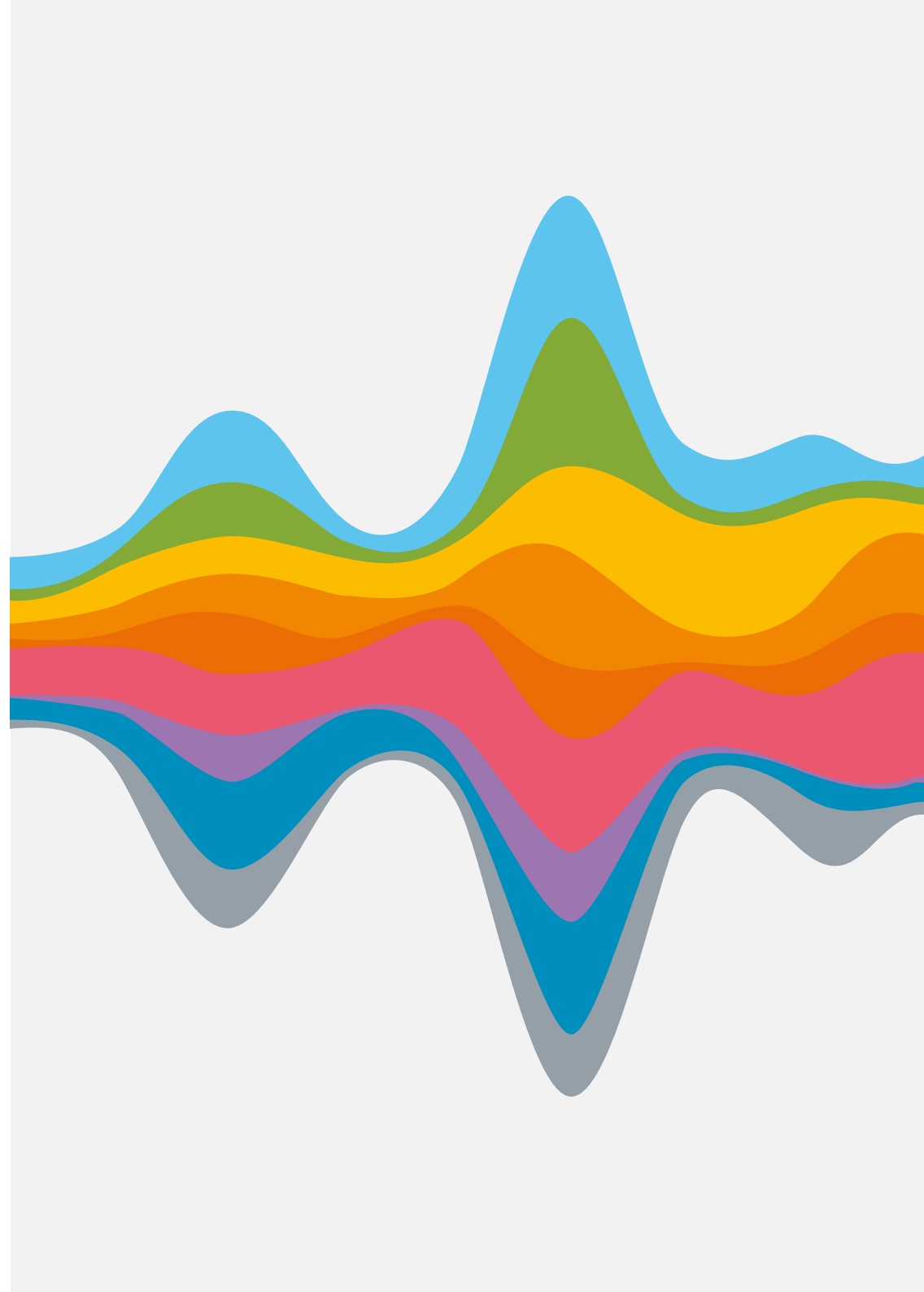
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now you know