

SnowPI

 Brand guidelines



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LOGO



SnowPI



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LOGO - TAGLINE



SnowPI
Investigating Polar Climate Change



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COLOURS – PRIMARY COLOURS & GRADIENTS

RGB 15 85 250
HEX #0F55FA
CMYK 85 65 0 0

75%

50%

25%

#0091EB > #0F55FA

RGB 0 145 235
HEX #0091EB
CMYK 75 35 0 0

75%

50%

25%

#0091EB > #AFE6FF

RGB 175 230 255
HEX #AFE6FF
CMYK 30 0 0 0

75%

50%

25%

#0F55FA > #AFE6FF

RGB 10 40 115
HEX #0A2873
CMYK 100 90 30 15

75%

50%

25%

#0F55FA > #0A2873

COLOURS – SECONDARY COLOURS

RGB 5 180 190
HEX #05B4BE
CMYK 75 0 30 0

75%

50%

25%

RGB 245 160 75
HEX #F5A04B
CMYK 0 45 75 0

75%

50%

25%

RGB 235 125 175
HEX #EB7DAF
CMYK 0 65 0 0

75%

50%

25%

RGB 0 145 235
HEX #0091EB
CMYK 75 35 0 0

75%

50%

25%

RGB 245 210 30
HEX #F5D21E
CMYK 5 15 90 0

75%

50%

25%

RGB 145 95 165
HEX #915FA5
CMYK 50 70 0 0

75%

50%

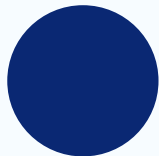
25%

COLOURS – WEB vs PRINT

Web/screen colours



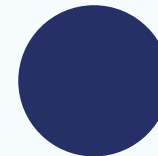
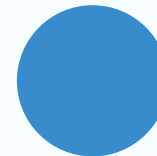
SnowPI



Print colours



SnowPI



TYPOGRAPHY

MAIN TITLE LOREM IPSUM DOLOR

SUBTITLE LOREM IPSUM DOLOR

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TITLES, SUBTILES, QUOTES

Bahnschrift condensed Light
Bahnschrift condensed SemiLight
Bahnschrift condensed Regular
Bahnschrift condensed SemiBold
Bahnschrift condensed Bold

BODY

Bahnschrift Light
Bahnschrift SemiLight
Bahnschrift Regular
Bahnschrift SemiBold
Bahnschrift Bold

ICON SET - BLUE



Converging
2-pathway
framework



Storylines
approach



Emerging
technologies



Observations



Numerical
model



Supporting
climate adaptation
strategies



Converging
2-pathway
framework



Storylines
approach



Emerging
technologies



Observations



Numerical
model



Supporting
climate adaptation
strategies

ICON SET - COLOURS



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technologies



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Numerical
model



Supporting
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strategies



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Emerging
technologies



Observations



Numerical
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Supporting
climate adaptation
strategies

PATTERN

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LOOK & FEEL – SOCIAL MEDIA

