

Outseer Brand Guidelines

Easy-to-follow instructions for brand consistency & compliance

Outseer Color Logo Our logo should be used when creating any branded collateral



Outseer Single Color Logo



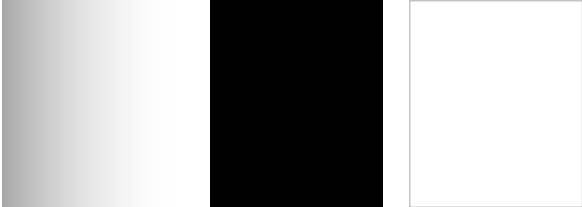
Outseer Primary Color Palette

Hex: #1B1464
RGB: 27.20.100
CMYK: 100.100.26.24
PMS: 273 C

Hex: #1FCA7E
RGB: 31.202.126
CMYK: 70.0.71.0
PMS: 7479 C

Hex: #1B1464 / #1FCA7E

Supporting Palette



[Download Logos Here](#)

Typography

Poppins

Headlines

Roboto

Everything else

The Iris

The iris is shorthand for Outseer. It stands for protection and focus. We don't want to overuse it by putting it everywhere. It has definite uses and some built-in flexibility.



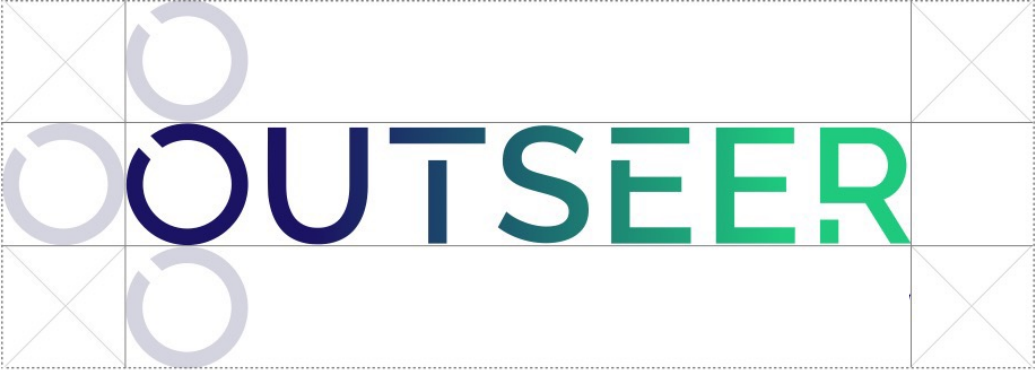
Questions?

Lex.Torres@outseer.com

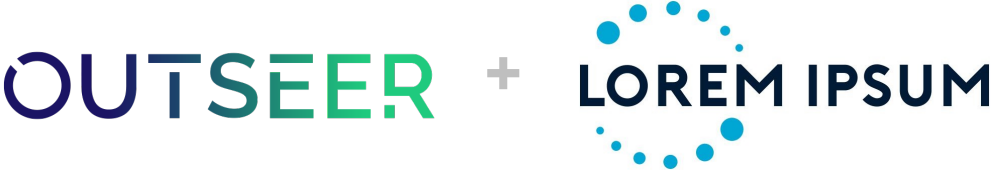
Logo Clear Space

A safe area ensures the logo doesn't conflict with any surrounding content

Outseer Logo + Clear Space



✓ Do announce a partnership with clear space, similar sizing, same baseline



✗ Never stack, overlay, manipulate, or edit



[Download Logos Here](#)

Clear Space Guidelines

Do

- ✓ Allow for clear space between logos
- ✓ Keep logos at a similar size
- ✓ Keep logos on same baseline

Don't

- ✗ Stack logos
- ✗ Place logos inside each other
- ✗ Manipulate or edit logos

Questions?

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