InAcademia

Logo

The InAcademia logo is the purest part of the brand and cannot be altered. Its proportions and line weight always remain the same.

Coloured versions of the logo should only be used in conjunction with the brand colours and should appear reversed out white on non-brand colours.

I'm a Student

InAcademia

InAcademia

InAcademia
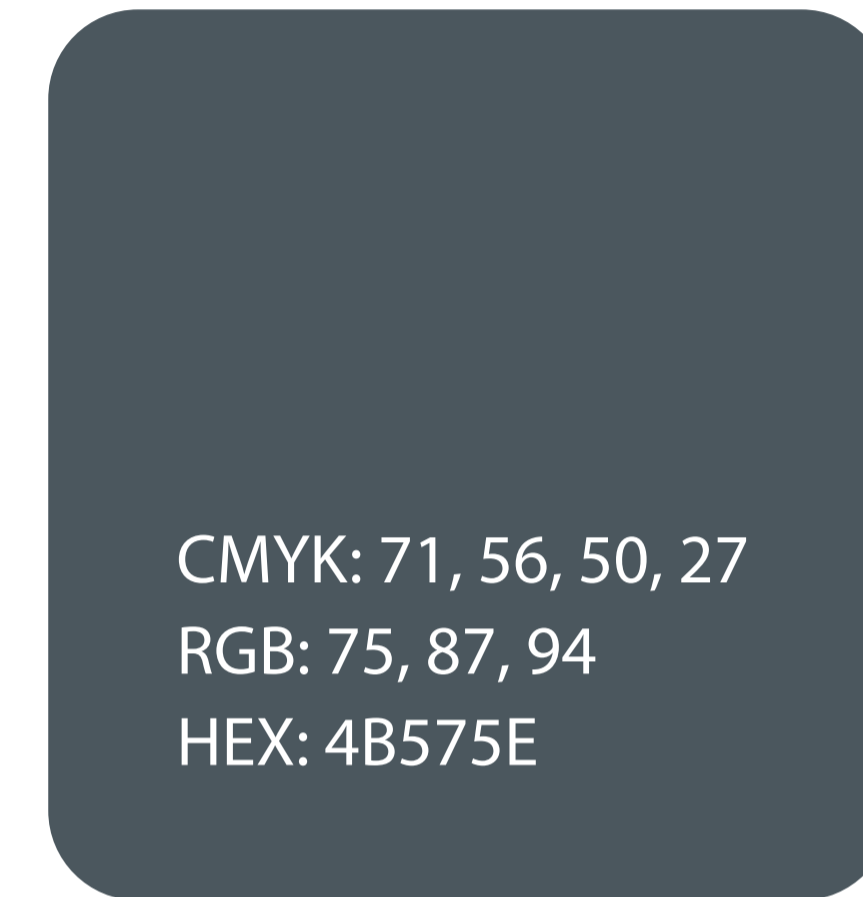
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Colour Palette

All colours in our brand colour palette complement each other.
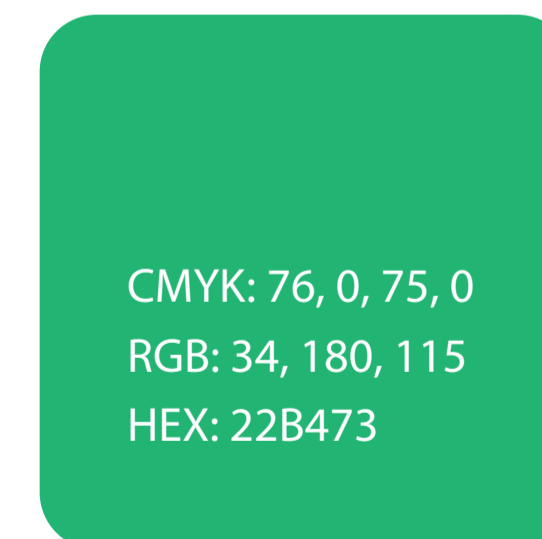Our brand thrives on simplicity, not excess.
Please do not use more than four brand colours within one design. Our brand colours look best at full saturation but, when necessary, it is possible the use of tints (90%, 80%, 70%, etc).

Please use the correct colour values of our brand palette specified on this page.

primary colours

CMYK: 3, 51, 99, 0
RGB: 240, 144, 33
HEX: F09021

CMYK: 71, 56, 50, 27
RGB: 75, 87, 94
HEX: 4B575E

secondary colours

CMYK: 3, 91, 70, 0
RGB: 231, 62, 75
HEX: E73E4B

CMYK: 39, 92, 0, 0
RGB: 163, 56, 148
HEX: A33894

CMYK: 96, 64, 22, 5
RGB: 0, 93, 142
HEX: 005D8E

CMYK: 70, 16, 0, 0
RGB: 41, 169, 225
HEX: 29A9E1

CMYK: 76, 0, 75, 0
RGB: 34, 180, 115
HEX: 22B473

Typography

Franklin Gothic, is our typeface.
It is used in two weights: Book and Demi.
Our webfont is OpenSans.

Franklin Gothic
Open Sans

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Illustration examples