

Immuta Brand Overview

PRIMARY LOGO



BRAND MARK



CORRECT LOGO USAGE

Whenever possible the Immuta logo should be set in "Immuta Black" on a white or light colored background.



LOGO CLEAR SPACE



x = Height of brand mark

MINIMUM SIZE

For Print



1 inch (25.4mm)

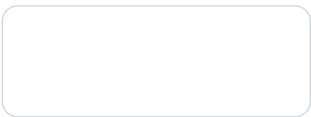
For digital



60 pixels

PRIMARY COLORS

Immuta's primary color palette is white and Immuta Black. The core palette is used to provide accessibility, simplicity, and consistency throughout all brand communications.



WHITE

HEX FFFFFFFF
RGB 255 / 255 / 255



IMMUTA BLACK

HEX 13151E
RGB 19 / 21 / 30
CMYK 80 / 70 / 57 / 88
PMS Black



IMMUTA GOLD

HEX E4B667
RGB 228 / 182 / 103
CMYK 0 / 32 / 87 / 8
PMS PMS 7509 C

BRAND COLOR

Immuta Gold is important because it is unique to Immuta and should be used sparingly for important moments of communication and delight.

CORPORATE TYPEFACE

Manrope Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789