HITCH

Branding Manual

version 1.0

Logo

solid print black

Logo

solid print inverted

Logo

solid print black

Logo

solid print inverted

HITCH

HITCH

Logo
simplified version

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Branding Elements

patterns, colors, fonts

Pattern

texture

Pattern&shapes

use cases

Pattern&logo

bright background use case

Pattern&logo

dark background use case

Pattern&logo

dark background use case

Pattern&logo

use cases

Pattern&logo

dark background use case

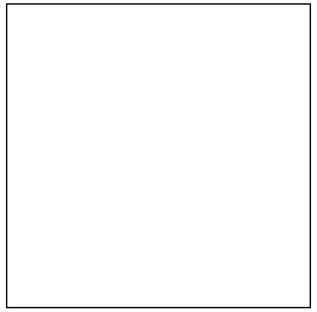
Pattern&logo

bright background use case

Main Colors

R=0 G=0 B=0
#000000

R=255 G=255 B=255
#FFFFFF



R=233 G=75 B=82
#E94B52

R=252 G=193 B=63
#FCC13F

R=92 G=190 B=224
#5CBEE0

R=179 G=199 B=88
#B3C758

Extra Colors

R=246 G=169 B=64
#F6A940

R=230 G=129 B=61
#E6813D

R=195 G=67 B=76
#C3434C

R=107 G=74 B=59
#6B4A3B

Color Pallet

RGB, HEX

Web Page
concept

Logos&colors

use cases

Intelligently curated

NEXA BOLD font
header

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit

NEXA LIGHT font
description

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

ARCHIVO font
paragraph

Fonts
using

HITCH

Branding Elements

Presentation use cases

Fall of the public education system in Nigeria

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

Intelligently
curated

Intelligently curated

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

Intelligently
curated

Intelligently curated

Curriculum aligned

Stored locally

HITCH

Branding Elements

media use cases

24
July
Wednesday
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SPECTRE OF EDUCATION
CHEMISTRY
GEOGRAPHY
ENGLISH
HITCH

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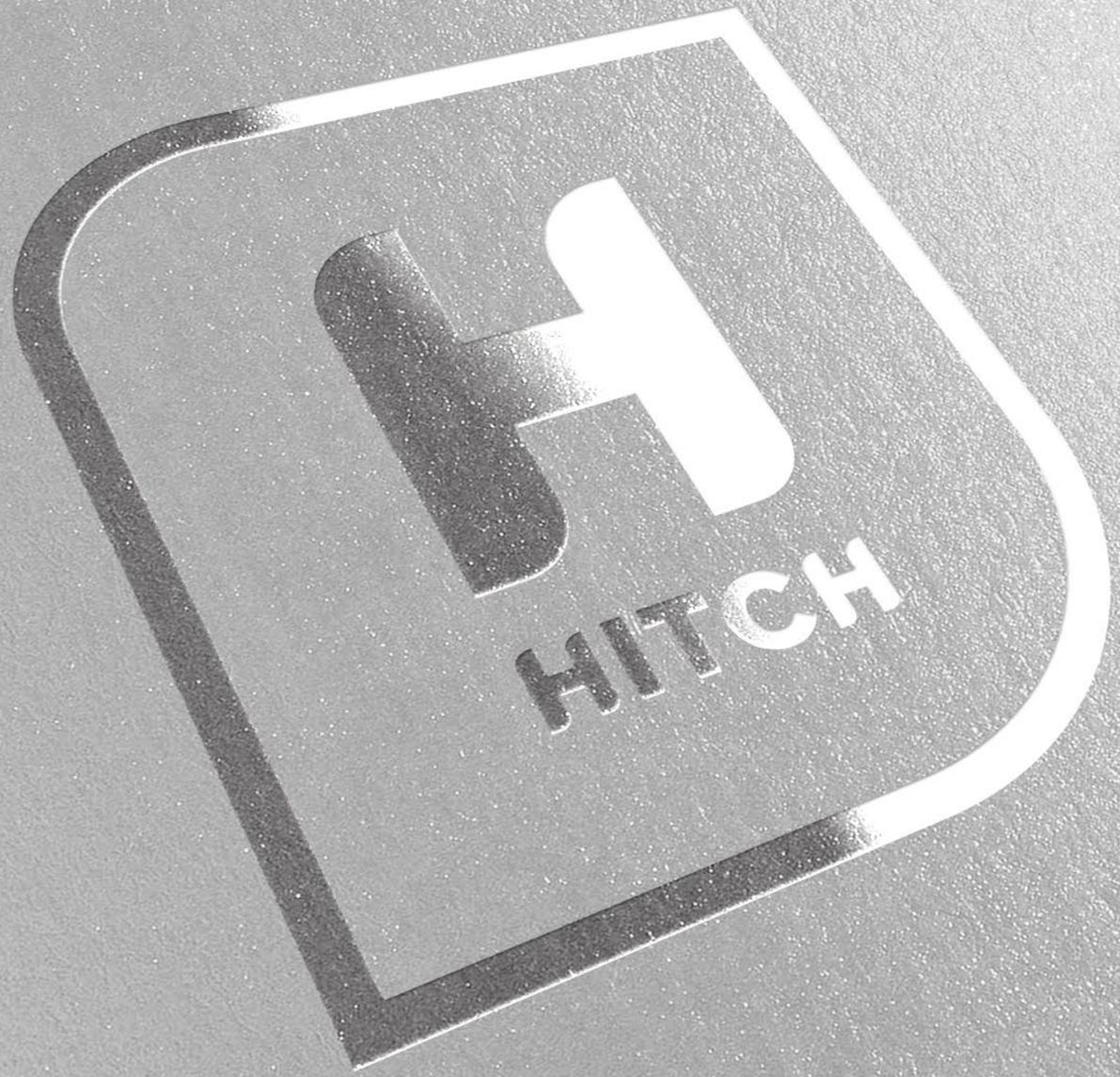
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