

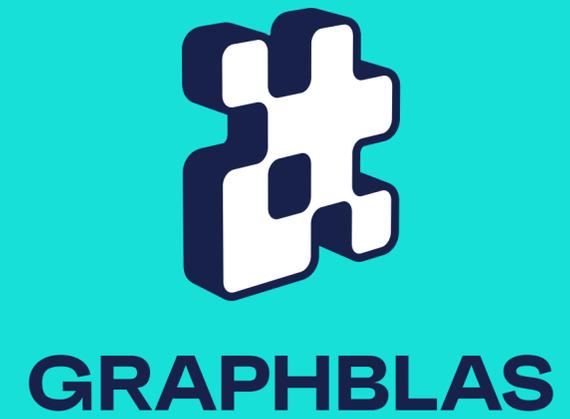
GraphBLAS branding guide

January 2021.

GraphBLAS logo



Horizontal

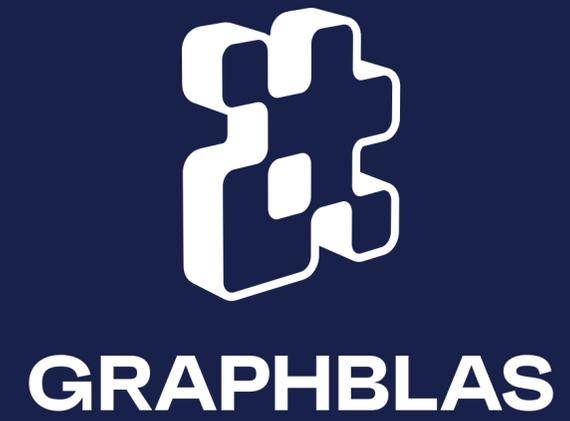


Vertical

GraphBLAS logo, inverse

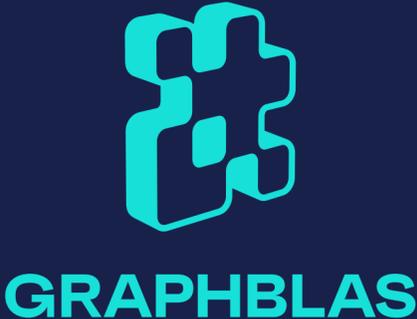
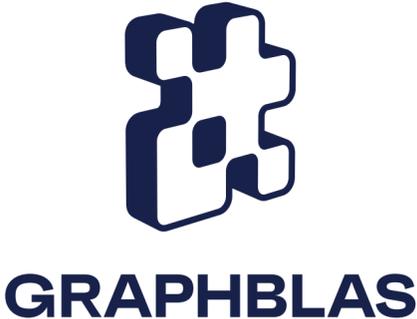


Horizontal

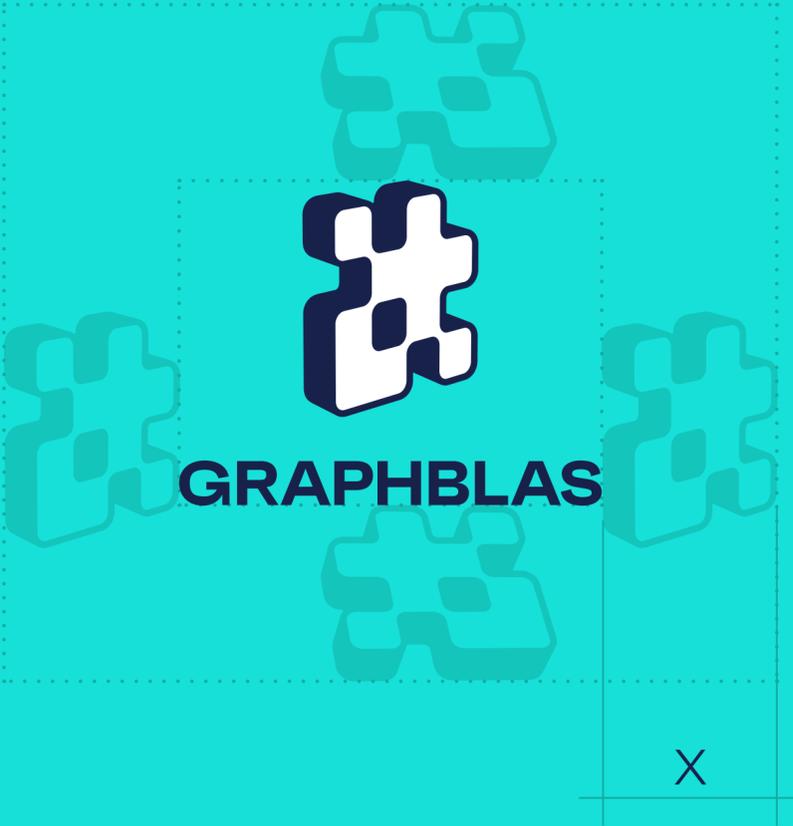
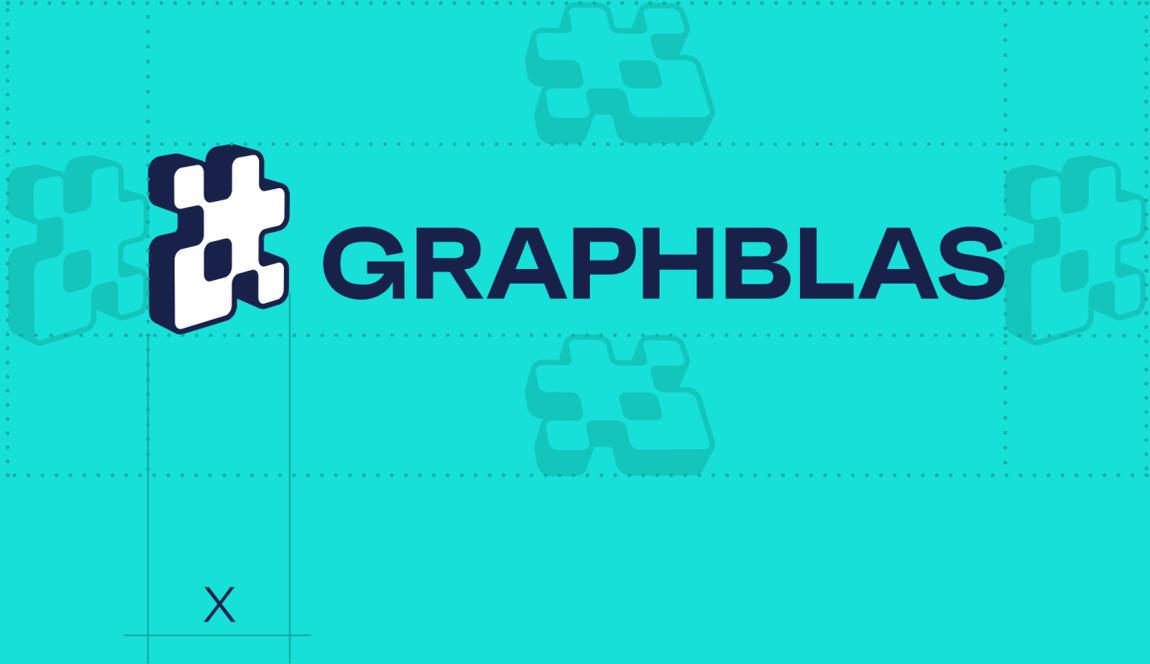


Vertical

GraphBLAS logo, color variant



GraphBLAS logo, clear space



Typography

CREATIVE HEADLINE

WORK SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?''"!(%)[#]{}@}/&\
<-+÷×=>®©\$€£¥¢:;,.*

HEADLINE

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?''"!(%)[#]{}@}/&
<-+÷×=>®©\$€£¥¢:;,.*

TEXT

Roboto font family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?''"!(%)[#]{}@}/&\
<-+÷×=>®©\$€£¥¢:;,.*

EXAMPLE



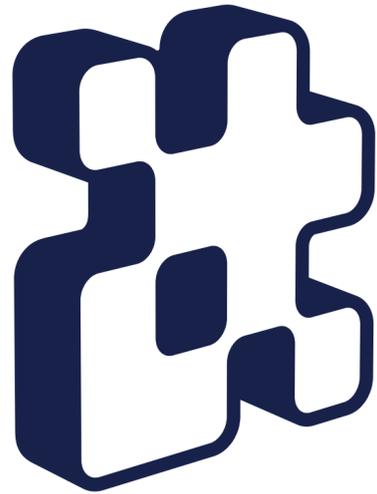
Introduction to GraphBLAS

Fugias illentiis ipsaectin et vitae

Quiandem sam et omniatur as quam fugit lat omnia ipsamenis ea quam undis into eictur sitatem endunt officias a dolut ipisqua musciae mo tem explab intium quaeTient, conerfe cerissulicis condam neribus. Gra re nondii silius, cuscre dis bonscestem, Ti. Habunih icaperurei proponsilis nostris bon tus esedo, intraris con sent et L. Fulis mo caeli consceperviu in disules ciaet, niam tere iam ompori, ceps, tiam dum ium inati sen tesilin tiocchi nterem, strum in straeti emurbis. Quis, Pala sunce furorurur, con dit L. Udellario, me publingulis. Ehendam. Icae move, se, quodic me pon- fectores coenem sena, nos pri pos los audelicae iam destri inclus aut vid cupiescrumum.

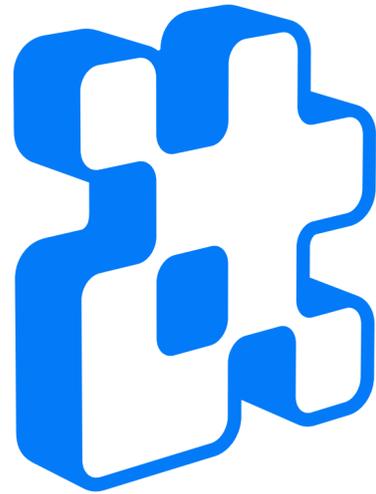
Main colors

DARK BLUE



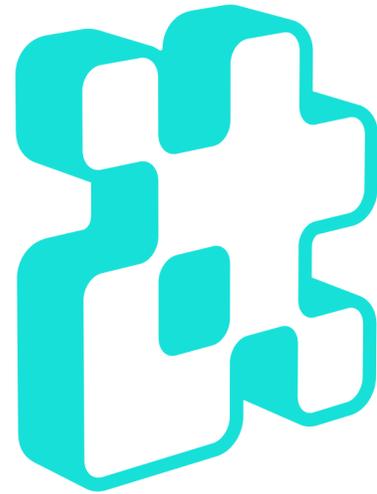
Pantone **2767 C**
C96 M88 Y36 K40
R22 G34 B75
#16224b

LIGHT BLUE



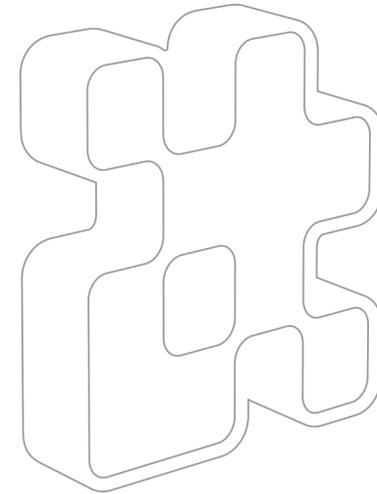
Pantone **2727 C**
C77 M51 Y0 K0
R2 G123 B247
#027bf7

TURQUOISE



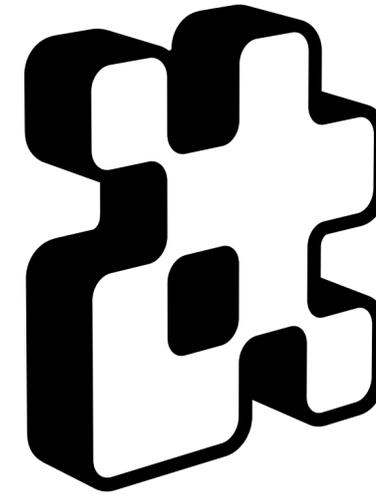
Pantone **3252 C**
C67 M0 Y29 K0
R24 G225 B217
#18e1d9

WHITE



C0 M0 Y0 K0
R0 G0 B0
#ffffff

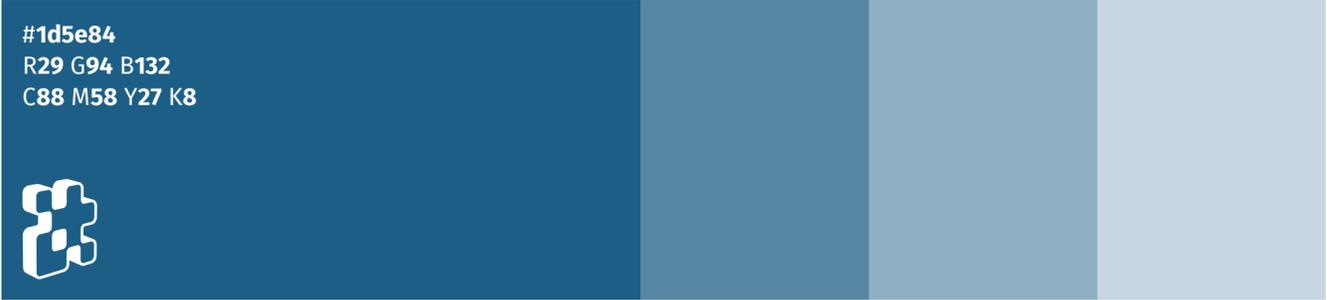
BLACK



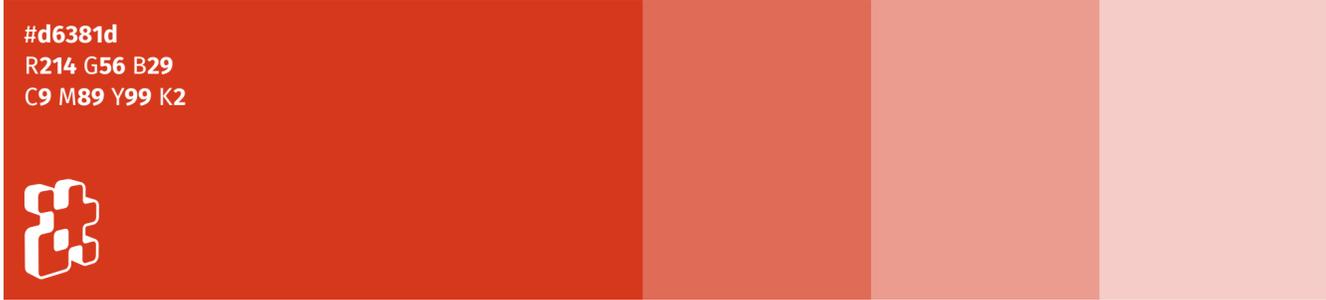
Pantone **Black C**
C30 M30 Y30 K70
R255 G255 B255
#000000

Secondary colors

#1d5e84
R29 G94 B132
C88 M58 Y27 K8



#d6381d
R214 G56 B29
C9 M89 Y99 K2



#58b95c
R88 G185 B92
C67 M0 Y78 K0



#fe8319
R254 G131 B25
C0 M60 Y90 K0



#2cb2e5
R44 G178 B229
C70 M9 Y0 K0



#fcb21d
R252 G178 B29
C0 M36 Y90 K0

