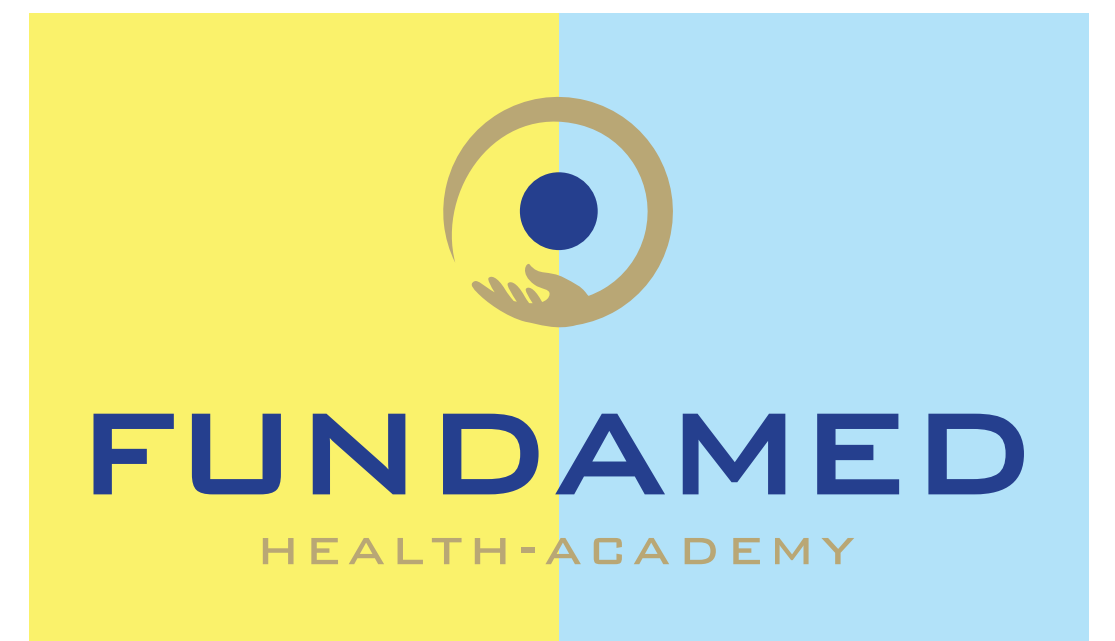


FUNDAMED BRAND GUIDELINES



LOGO TYPE



CORPORATE TYPOGRAPHY

**FONT
MULISH**

<https://fonts.google.com/>

BLACK - TITLE

Regular - Text

LIGHT - SUBTITLE

AB

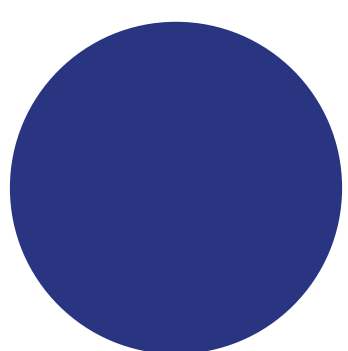
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%&()-_!;.,[]{}=

AB

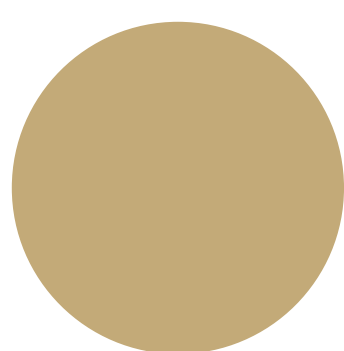
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%&()-_!;.,[]{}=

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#€%&()-_!;.,[]{}=

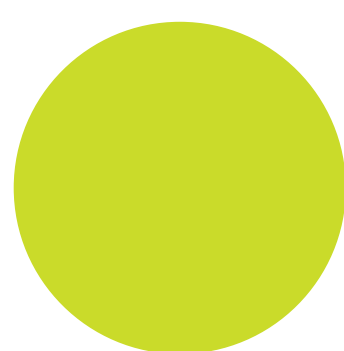
CORPORATE COLORS



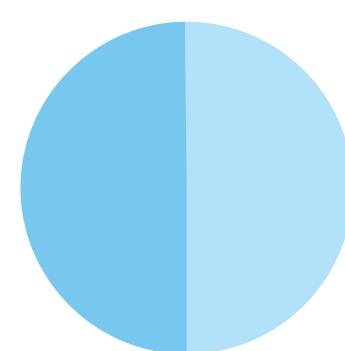
CMYK : 100 - 95 - 15 - 5
RGB : 42 - 53 - 128
HEX : #2A3580



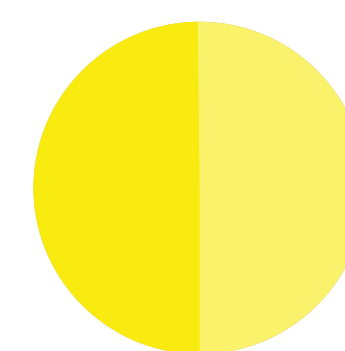
CMYK : 25 - 30 - 60 - 0
RGB : 196 - 171 - 161
HEX : #C4AB79



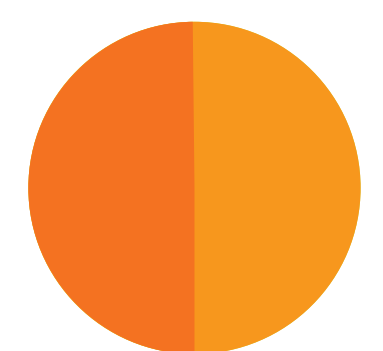
CMYK : 25 - 0 - 100 - 0
RGB : 203 - 219 - 42
HEX : #CBDB2A



HEX: #79C6EE #B3E2F9



#FDE901 #FEF16B



#F37321 #F8971D

PRIMÄRE FARBEN

SECONDARY FARBEN

FUNDAMED BRAND GUIDELINES

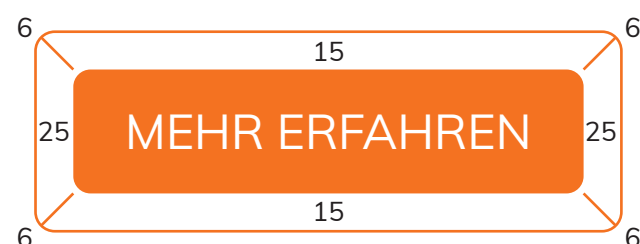


HEADING & TEXT SIZE

Heading 1	Mulish - 48pt - 700
Heading 2	Mulish - 38pt - 700 (Logo Farbe)
Heading 3	Mulish - 28pt - 500 (Logo Farbe)
Heading 4	Mulish - 24pt - 500
Heading 5	Mulish - 20pt - 500
Heading 6	Mulish - 16pt - 500
Paragraph	Mulish - 20pt - 400

GRAFIKELEMENTE

BUTTONS:



Mulish - 20pt - 400 - Weiß - Großschreibung
Logo Farbe (Dunkler On Hover)

IMAGES:



Drop shadow: Horizontal 0
Vertikal 0
Unschärfe 10
Farbe rgba(0, 0, 0, 0.65)

ELEMENTS:



ILLUSTRATION TYPE:



Resources:
<https://storyset.com/pana>