

Ubuntu acres

I am, because we are.



Color

The supplied color values should be used when designing for print or digital communications.

Primary Palette

The primary colours are inspired by the environment outside Ubuntu Acres.

Secondary Palette

The supporting colours help balance the primary colours.

Primary Palette

CMYK 32, 10, 50, 0 RGB 179, 199, 149 #b3c694

CMYK 53, 30, 73, 8 RGB 126, 143, 96 #7e8f60

CMYK 64, 82, 46, 44 RGB 76, 44, 68 #4c2b44

CMYK 63, 71, 38, 20 RGB 100, 79, 105 #644f69

CMYK 45, 47, 32, 2 RGB 148, 132, 146 #948492

Secondary Palette

CMYK 0, 0, 0,
RGB 255, 255, 255
#ffffff

CMYK 14, 11, 11, 0
RGB 217, 216, 216
#d9d8d8

CMYK 73, 60, 53, 38
RGB 64, 72, 78
#40484e

CMYK 75, 68, 67, 90
RGB 0, 0, 0
#000000

Typography

Raleway

Contemporary sans serif can be used for both headings and body copy.

Allura

Modern calligraphy, is used mainly for bold statements.

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()|<>?

This is Raleway thin

This is Raleway extra light

This is Raleway light

This is Raleway regular

This is Raleway medium

This is Raleway semibold

This is Raleway bold

This is Raleway extra bold

This is Raleway black

Allura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!@#\$%^&*()|<>?

This is Allura regular

Logo

There are two different logo versions, SIMPLIFIED and TAGLINE.

SIMPLIFIED

This version can be used on marketing material, signage, the website, etc. This version should be used on social platforms.

TAGLINE

This version includes the positioning tagline and can be used interchangeably with the SIMPLIFIED version on marketing material, signage, website, etc.



File Types

RGB - Screens & web

EPS - Press quality/designer use

PDF - Press quality/designer use

JPEG - Print, screens & web

PNG - Screen & web only

Applications

SOCIAL MEDIA

Different variations of colours can be used with the SIMPLIFIED logo for social media avatars.





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**Felisha Martin
Owner**

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Let
kids
be
kids

Ubuntu
acres

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Celebrate
with us

Ubuntu
acres

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acres

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