



Brand Quick Reference

MAY 2020



Name

The 'A' and the 'W' are always capitalized. **Always.**

Good: AWeber

Not so good: Aweber, aweber, AWEBER, AW, aWEBER, A Weber, A. Weber

Logo



Primary color



Primary white



Flat



Blue



Gray

Clear space

Adequate clear space should be maintained on all sides of the AWeber brand equal to the height of the lowercase letter 'e'.



Please don't



Rotate



Recolor



Add shadows



Use on similar colors



Use the old logo



Alter proportions

Typefaces

Headline: Poppins Extra Bold

Subhead/Paragraph: Heebo Regular

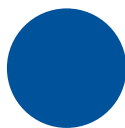
Colors



Gradient
#246BE8
#3293f2



Blue
#246BE8



Mid Blue
#00539B



Dark Blue
#2B2B4F



Pale Blue
#EFF1F7



Green
#77D59D



Red
#D5403C



Orange
#FFAF62



Yellow
#FFD362



Purple
#AF62FF



White
#FFFFFF



Grey 10
#EEEEFF3



Grey 20
#DEE0E8



Grey 30
#C0C4D3



Grey 40
#939AB4



Grey 50
#666666



Grey 60
#333333