Floralia
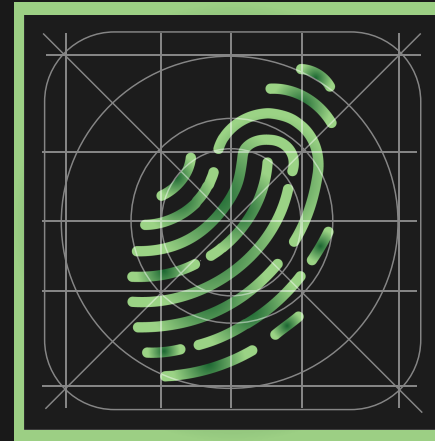
Brand Guidelines

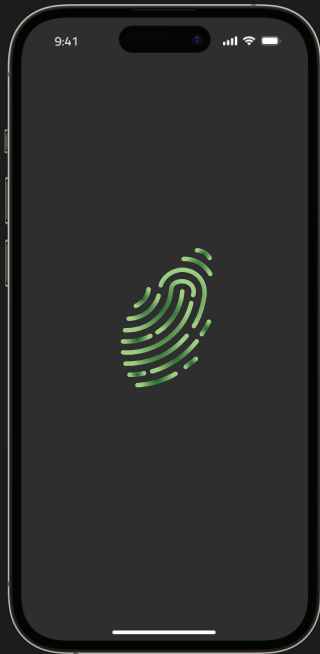# Logo - logo mark

Logo mark can be used singuarly in smaller spaces or for app icons, loading screens and display images. Stroke size, gradient and colour scheme must not be altered.

Ensure that the logo mark is centered and aligns to app icon grid. Keep icon positioned on a diagonal slant. Do not rotate or alter the position in any way.

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Logo - splash screen

Upon loading screens, the logo mark must be kept in the center of the screen. Avoid adding text to any splash or loading screens.
Logo animation may be used when loading in in place of static image, but must not be sped up or slowed down.
Once loaded, the icon should ease out, leading the user to the next screen.

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Logo - typographic logo

The logo mark must sit either above or to the left of the logo type. The logo mark must not be moved closer or further away from the typography, and the grid must be used to ensure that there is consistency and balance between the two elements

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IVY EPIC VARIABLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@;

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Typography across devices

Mobile

Captions	**7.45pt**	IvyEpic Variable Light
Body	**12pt**	IvyEpic Variable Regular
Subheadings	**19.32pt**	IvyEpic Variable Medium
Headings	**31.11pt**	IvyEpic Variable SemiBold

Tablet

Captions	**9.32pt**	IvyEpic Variable Light
Body	**15pt**	IvyEpic Variable Regular
Subheadings	**24.5pt**	IvyEpic Variable Medium
Headings	**39.44pt**	IvyEpic Variable SemiBold

Brand Guidelines

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Typography - Colour Contrast

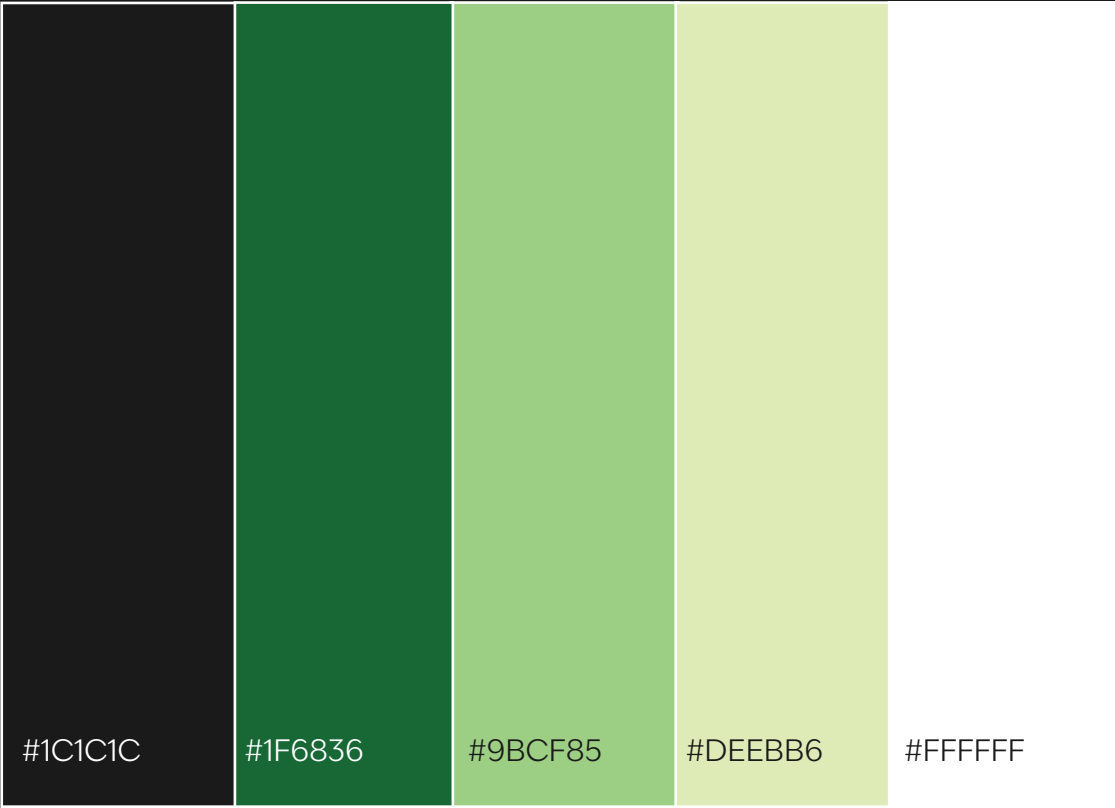The quick brown fox jumps over the lazy dog

9.46:1 - Pass

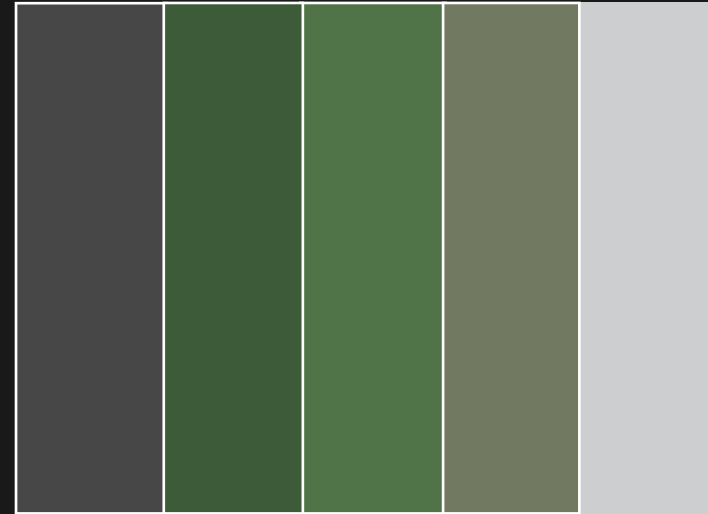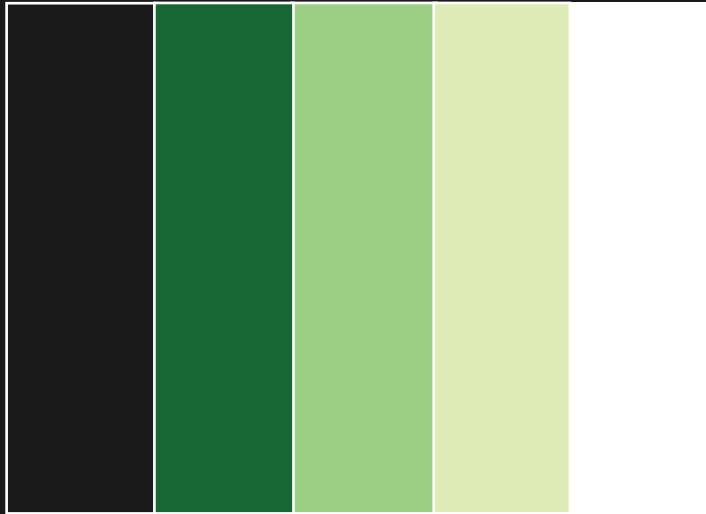The quick brown fox jumps over the lazy dog

2.2:1 - Fail

Contrast levels should be in adherence to WCAG 2.1 AAA colour contrast standards, and must not subceed a contrast level of 7:0 to ensure that text is visible and accessible to users.

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Colour Palette

#1C1C1C #1F6836 #9BCF85 #DEEBB6 #FFFFFF

Colour Palette

Colours must not be altered in any way i.e: dulled, desaturated, saturated, etc. Other colours such as blues or reds, must not be used alongside the colour palette.

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