

ETHOS CONNECTED

STYLE SHEET
2022

LOGO

Primary Logo



Secondary Logo



Wordmark Logo



Clear Space

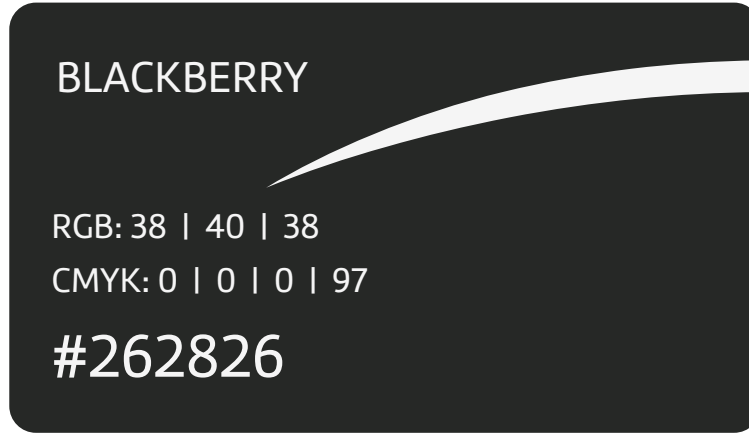
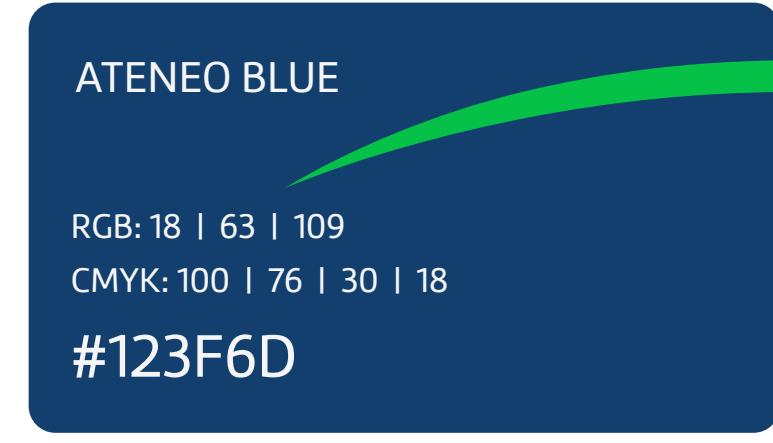


FAVICON

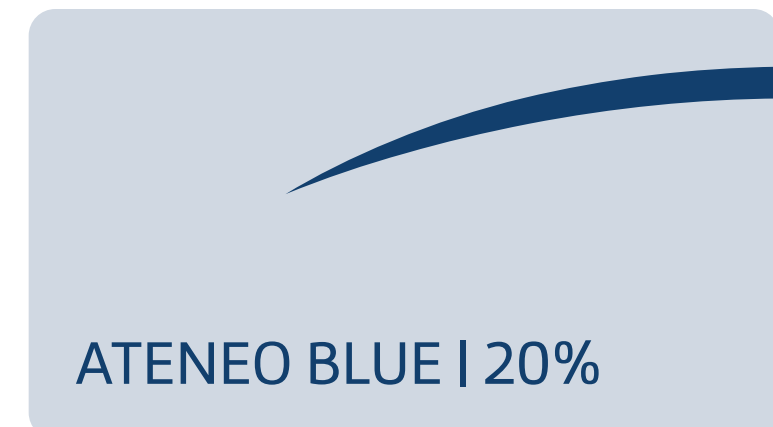


COLOUR PALETTE

Primary Colour



Secondary Colour | 20%



TYPOGRAPHY

Primary Fonts

Titillium Web

THE QUICK BROWN FOX JUMPS OVER THE LAZY
the quick brown fox jumps over the lazy dog

Regular

ABCDEFGHIJKLMNOPQR STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Fonts

Open Sans

THE QUICK BROWN FOX JUMPS OVER THE LAZY
the quick brown fox jumps over the lazy dog

Regular

ABCDEFGHIJKLMNOPQR STUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Type Hierarchy

THE QUICK BROWN FOX

Titillium Web | Regular | 30pt

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam...

Titillium Web | Regular | 18pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam
erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci
tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo
consequat.

Open Sans | Regular - 12pt

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse
molestie consequat, luptatum zzzril delenit augue dui dolore...

