



# Brand Guide Book

To use EWA ACCELERATOR guide book materials in your services and materials, review the terms and conditions, seek permission, attribute the materials, avoid alterations, and use them responsibly.

# Logo usage



logo colour: **#004165**

background colour: **#FFFFFF**



background colour: **#004165**



background colour: **#011621**

# Colour Palette

## Primary colours

#1A8485

Teal

#004165

Indigo Dye

## Secondary colours

#95B4C6

Powder Blue

#42667B

Payne's gray

## Special gradient

#F6DB77

#DAAA29

#B47D10

#DAAA29

#F6DB77

Gold Gradient

# Typography

## Primary font

*use it as a default instance of our brand font*

Raleway

S A M P L E

" The quick brown fox  
jumps over the lazy dog "

S A M P L E

" THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG "