

InterWork Alliance Brand Guidelines



This is the preferred logo and should be used for all print collateral, advertising and website materials.



The reversed version of the logo should be used on dark backgrounds or imagery when there's enough contrast.



To ensure the InterWork Alliance logo has optimal legibility and prominence, an area of clear space should be maintained around the logo.

IMPROPER USE



✘ **Don't** re-color logo elements.



✘ **Don't** change the logo's proportion (e.g., skew, stretch or rotate).



✘ **Don't** add effects like drop shadows.



✘ **Don't** place the logo on a background that reduces its legibility.

COLOR PALETTE

Primary colors



#EB703B
RGB 235,112,59



#324259
RGB 50,66,89

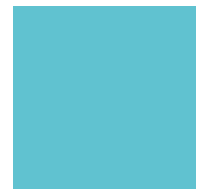
Secondary colors



#C093C2
RGB 192,147,194



#72C38A
RGB 114,195,138



#60C2D0
RGB 96,194,208

TYPOGRAPHY

Headings: Roboto Condensed

Body copy: Roboto.