



Logo

The InAcademia logo is the purest part of the brand and cannot be altered. Its proportions and line weight always remain the same.

Coloured versions of the logo should only be used in conjunction with the brand colours and should appear reversed out white on non-brand colours.



I'm a Student



I'm a Student



InAcademia



InAcademia



InAcademia

Colour Palette

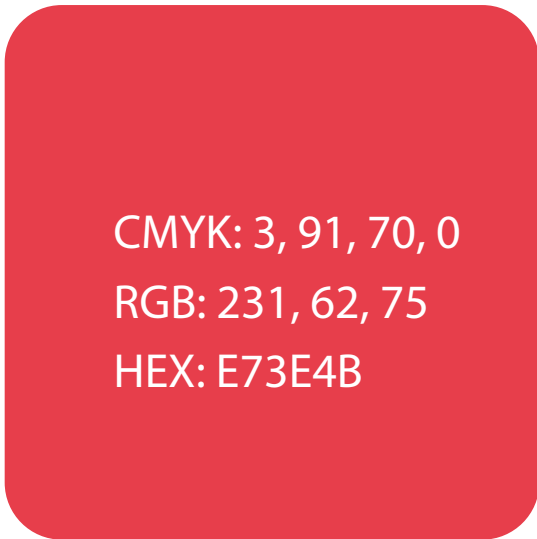
All colours in our brand colour palette complement each other.
Our brand thrives on simplicity, not excess.
Please do not use more than four brand colours within one design. Our brand colours look best at full saturation but, when necessary, it is possible the use of tints (90%, 80%, 70%, etc).

Please use the correct colour values of our brand palette specified on this page.

primary colours



secondary colours



Typography

Franklin Gothic, is our typeface.

It is used in two weights: Book and Demi.

Our webfont is OpenSans.

Franklin Gothic

Open Sans

InAcademia

Illustration examples

