



OvationCXM

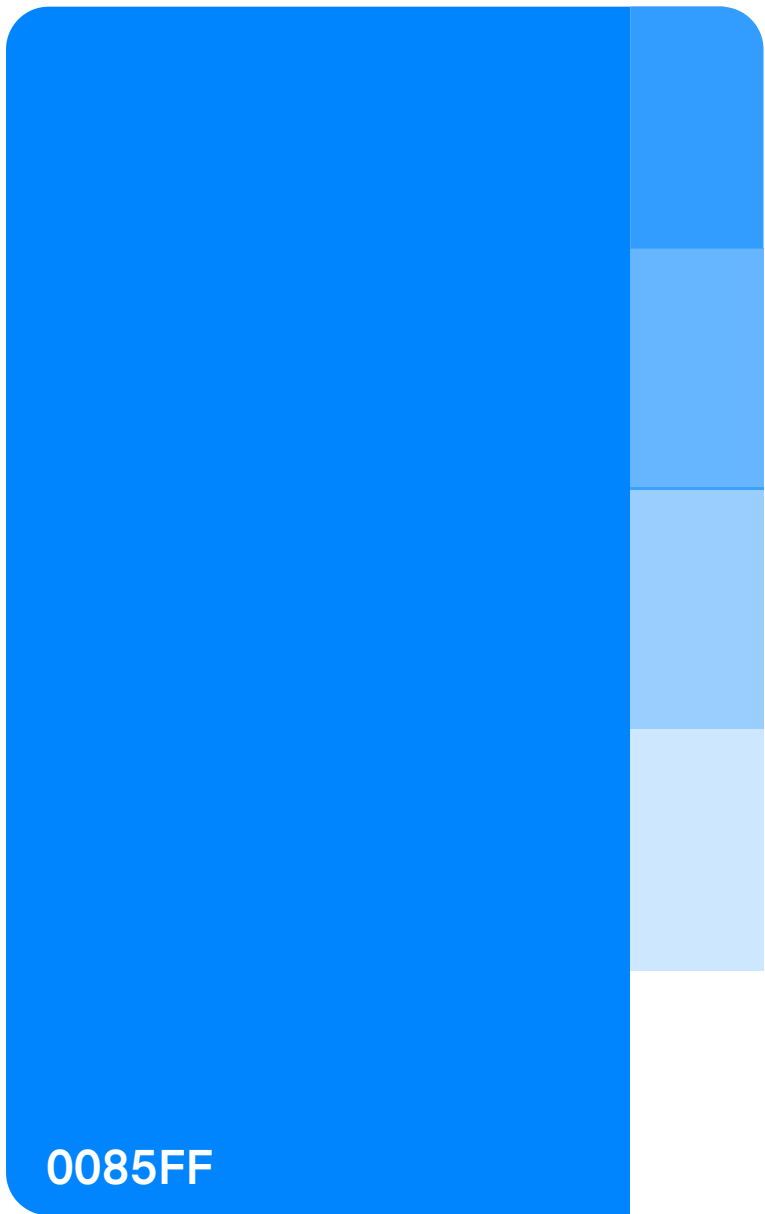
Brand Book

Logo



Colors

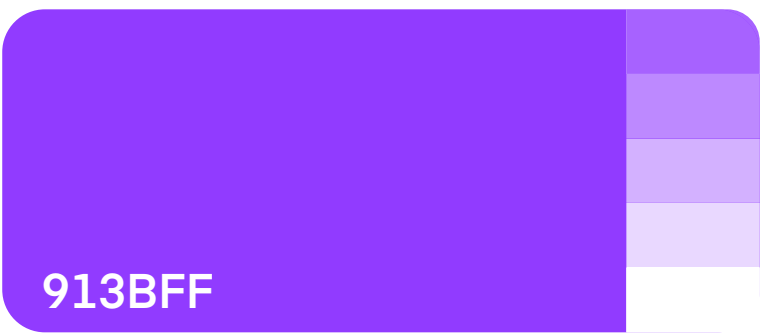
Primary



0085FF

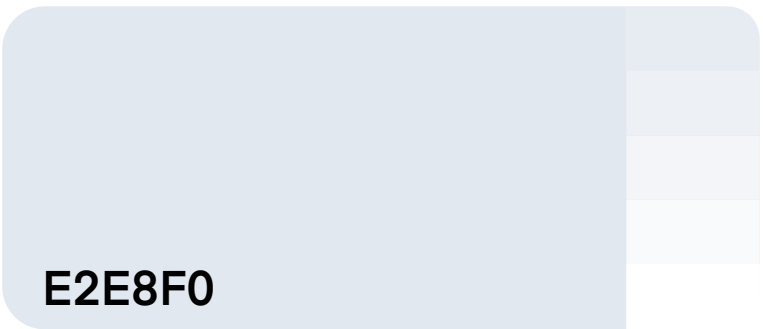
Pantone 2727 C

Secondary



913BFF

Pantone 2665 C



E2E8F0

Pantone 656 C



0A1A2C

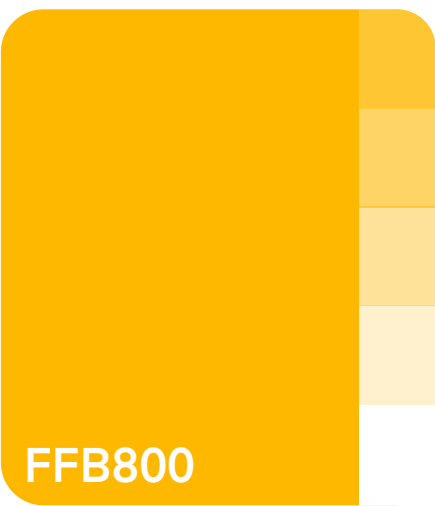
Pantone 296 C

Tertiary



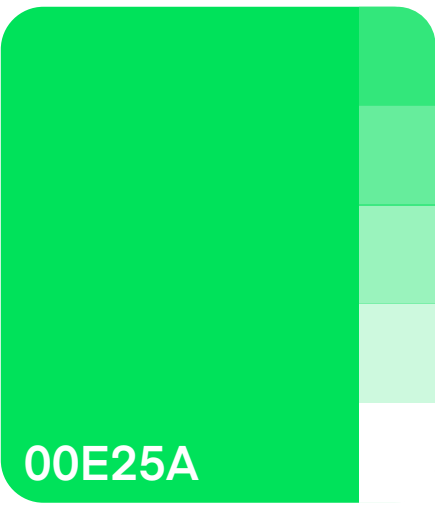
00D7E3

Pantone 319 C



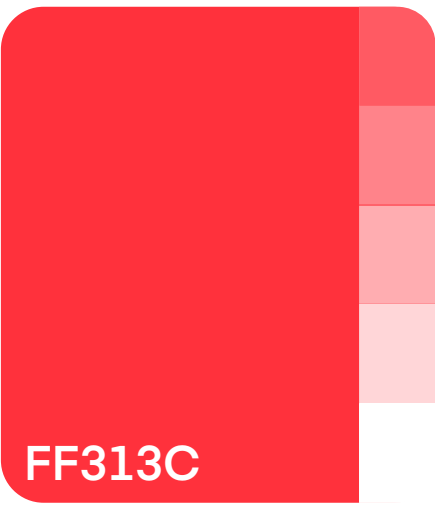
FFB800

Pantone 1225 C



00E25A

Pantone 802 C



FF313C

Pantone 1788 C

Gradients



0085FF - 913BFF



0085FF - 00E25A



0085FF - 0A1A2C



00D7E3 - 0085FF

Plus Jakarta Sans

This font's primary use comes in the form of headers and other Title Case style phrases.

- **Extrabold**
- **Bold**
- **Semibold**
- Medium
- Regular
- Light

Inter

The primary use of this font is as text weight, and should be used in any form body copy

- **Extrabold**
- **Bold**
- **Semibold**
- Medium
- Regular
- Light

When using programs in either the Microsoft Office or Google Suites, **Arial** should be used as an alternative to both *Plus Jakarta Sans* and *Inter*. These fonts are native to both suites and do not require any alteration to your system's font library.