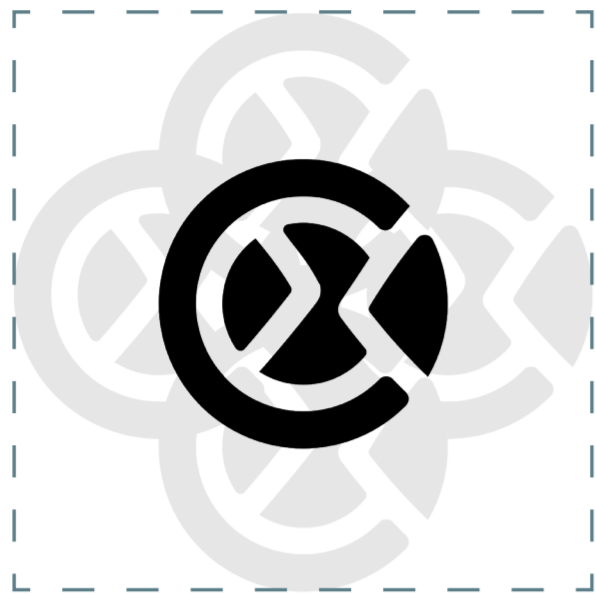


# Conflux

## Brand Guidelines 2023

### Logo



**Mark on its own:**  
Clear space should be at least 0.5x the mark width. More is better.



**Mark plus wordmark together:**  
Clear space should be at least 1x the mark width on all four sides.

### Logo variations



### Colour

540C	3115C	310C	5425C	396C	7704C	550C	552C	2975C @40%
#193455	#1FB5CC	#80EEFF	#6D828C	#D9D900	#277299	#95B1BF	#ADCAD9	#DAEAF2
25,52,85	31,181,204	128,238,255	109,130,140	217,217,0	23,114,153	149,177,191	173,202,217	218,234,242
99,77,41,38	89,1,24,0	60,0,12,0	63,35,34,15	22,1,99,0	98,34,24,8	63,35,34,15	41,8,13,0	20,1,4,0

### Typography

HK Nova (brand font)

Thin  
Extra Light  
Light  
Regular  
Semibold  
Extra Bold  
Heavy

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

[myfonts.com/collections/hk-nova-font-hanken-design-co](https://myfonts.com/collections/hk-nova-font-hanken-design-co)

Poppins (closest match)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

[fonts.google.com/specimen/Poppins](https://fonts.google.com/specimen/Poppins)

Proxima Nova (alternative)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

[fonts.adobe.com/fonts/proxima-nova](https://fonts.adobe.com/fonts/proxima-nova)