speero
by CXL

Brand
Guidelines

Speero Logo

The Speero logo is speero blue (#001641) by default. It is used without any frame.

It is always used with the "by CXL" subtext.

On dark background use the yellow (#FFB800) version of the logo.

The white or black version of the logo should only be used in fully grayscale environment.

Please don't use any other colors, do not distort the logo and don't use it outlined.

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speero
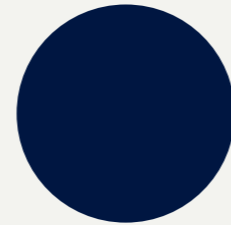by CXL

speero
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Colors

Main colors of the speero brand are the speero blue (#001641) and speero background (#F3F3EF). Text is always speero blue on speero background.
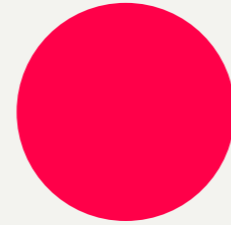On a blue background text is white.

Speero red (#FF0049) is used for emphasis. It is also used in our infographics, models, educational content and links.

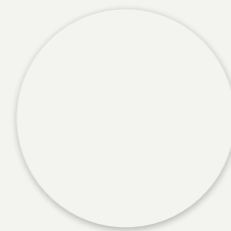We sometimes use additional colors as yellow or eggplant.

We also use a large variety of gradients in our illustrations.
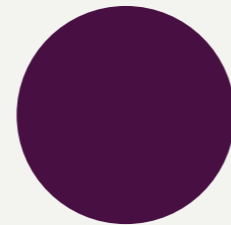
Speero blue - primary color 001641

Speero red! FF0049

Speero light background F3F3EF

Speero yellow FFB800

Eggplant 480F43

White

Typography

Speero uses Poppins font.

Headlines : Poppins Black, color: Speero blue

Body copy font: Poppins Light, color: Speero blue

INFOGRAPHICS: POPPINS BLACK ITALIC, UPPER CASE, SPEERO RED

Headlines : Poppins Black, color: white

Body copy font: Poppins Light, color: white

INFOGRAPHICS: POPPINS BLACK ITALIC, UPPER CASE, SPEERO RED