

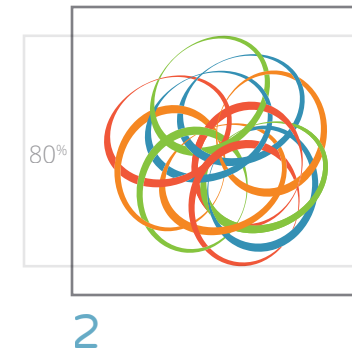


# Pathogen

Styleguide

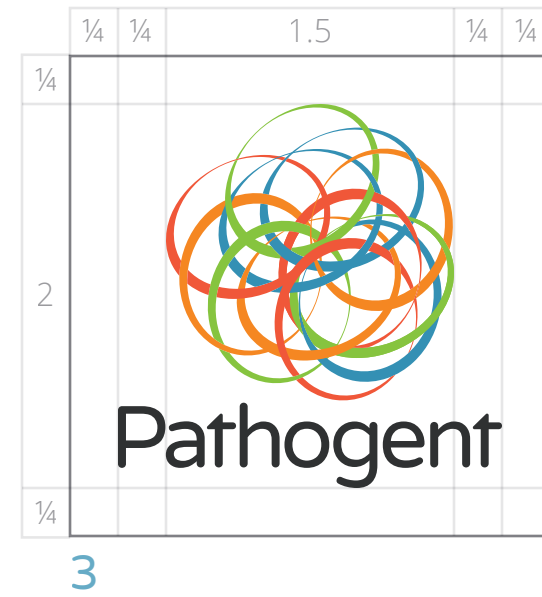
Updated June 30, 2014

# Logos



Our logo comes in three variations

- 1 Logotype**  
Use whenever possible
- 2 Glyph**  
Use in UI with limited space
- 3 Vertical lockup**  
Use this only in marketing with limited space



# Colors

White canvases and dark grey copy with accents of Pathogen red.



**Pathogen Red**  
#F15739



**Pathogen Blue**  
#3391B4



**Pathogen Green**  
#87C540



**Pathogen Orange**  
#F68721



**Dark Grey**  
#313233

Use of logo on color background  
Logo all white or 50% opacity white



Use of glyph as background  
10% opacity white on Pathogen Red



# Fonts

## Headings - Varela Round (Normal 400)

Body Text - Open Sans

Light 300, Normal 400, *Italic 400*, Medium 500, **Bold 700**, **Ultra-Bold 900**

These fonts can be downloaded and installed to your computer via Google Fonts.

[http://www.google.com/fonts/download?kit=3hvsV99qyKCBS55e5pvb3hwoO9xjt508xOSwdD\\_AGoJm57UTyf\\_Oih3lke5dDAak](http://www.google.com/fonts/download?kit=3hvsV99qyKCBS55e5pvb3hwoO9xjt508xOSwdD_AGoJm57UTyf_Oih3lke5dDAak)

# Business Cards

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