Logo

Chia's logo is one of the most important pieces of our brand. The logotype with the leaf embedded in the negative space celebrates the founding values of our company.

Giving the logo proper spacing is important. Do not encroach the X space around the logo with any design elements.

Each X is bound by a 150px x 150px box.

This forms a bounding box around the logo that is 880px x 500px.

Logo Dont's

Do not place logo on busy backgrounds that lowers the readability of the logo

Do not add a stroke to the logo, or modify its appearance

Do not rotate

Do not distort or warp

Do not fill with gradients

Do not change the type/font in the logo

Do not change the color to something not included in the brand guidelines

Do not place the logo over an object or shape

Do not add a drop shadow

Do not use colors together that vibrate or lack contrast

Shock

Hex: #E5FE75

CMYK: C:24 M:0 Y:100 K:0

RGB: R:229 G:254 B:117

Mystic Blue
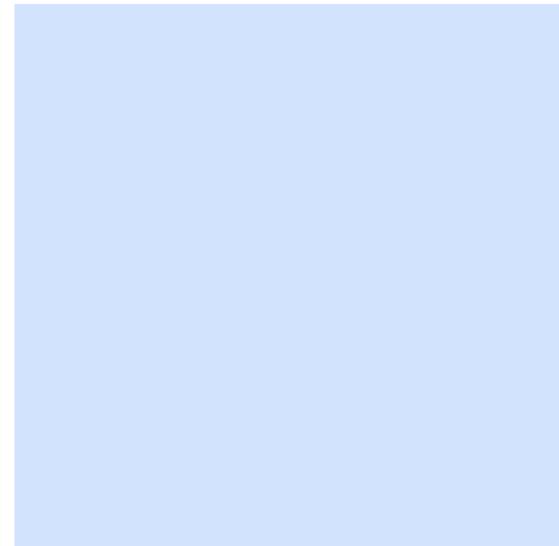
Hex: # D2E3FE

CMYK: C:20 M:8 Y:0 K:0

RGB: R:210 G:227 B:254

Periwinkle Pursuit
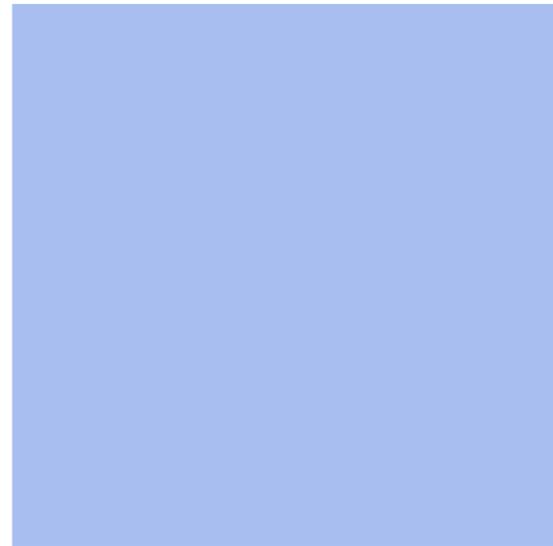
Hex: # A8BEF1

CMYK: C:38 M:22 Y:0 K:0

RGB: R:168 G:190 B:241

Stark Blue

Hex: # 42506C

CMYK: C:82 M:66 Y:36 K:19

RGB: R:66 G:80 B:108

Morpheus

Hex: #2C323C

CMYK: C:80 M:69 Y:54 K:53

RGB: R:44 G:50 B:60

Primary Logo- Use Stark Blue

Secondary Logo- Use Bright White

Tertiary Logo- Use Shock for accents

Section 03