



Para Mobility

Making everyday living easier

**BRAND
GUIDE**

LOGO



Official logo to be used where possible.
Colour or reversed (in white)

Stack logo to be used
when space is limited
and on social platforms.



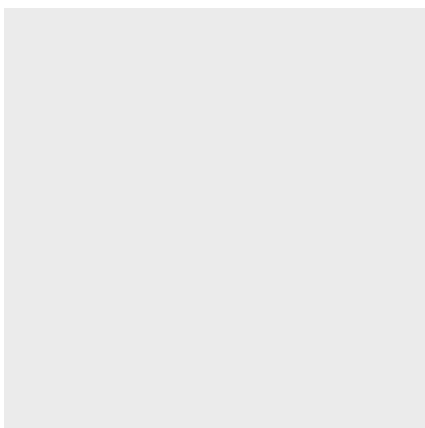
COLOURS



C	100
M	91
Y	30
K	31
R	28
G	42
B	92
WEB	#1c2a5c
PANTONE	2758



C	100
M	35
Y	7
K	0
R	0
G	131
B	191
WEB	#0083bf
PANTONE	Process Blue



C	0
M	0
Y	0
K	8
R	235
G	235
B	236
WEB	#ebebec
PANTONE	Cool Grey 1 (50%)

Kanit Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Kanit Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Kanit Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Grayscale Signature

abcdefghijklmnopqrstuvwxyz
0123456789

Note: Where Kanit is not available use
Calibri as a substitute.

Download Kanit:
<https://fonts.google.com/specimen/Kanit>