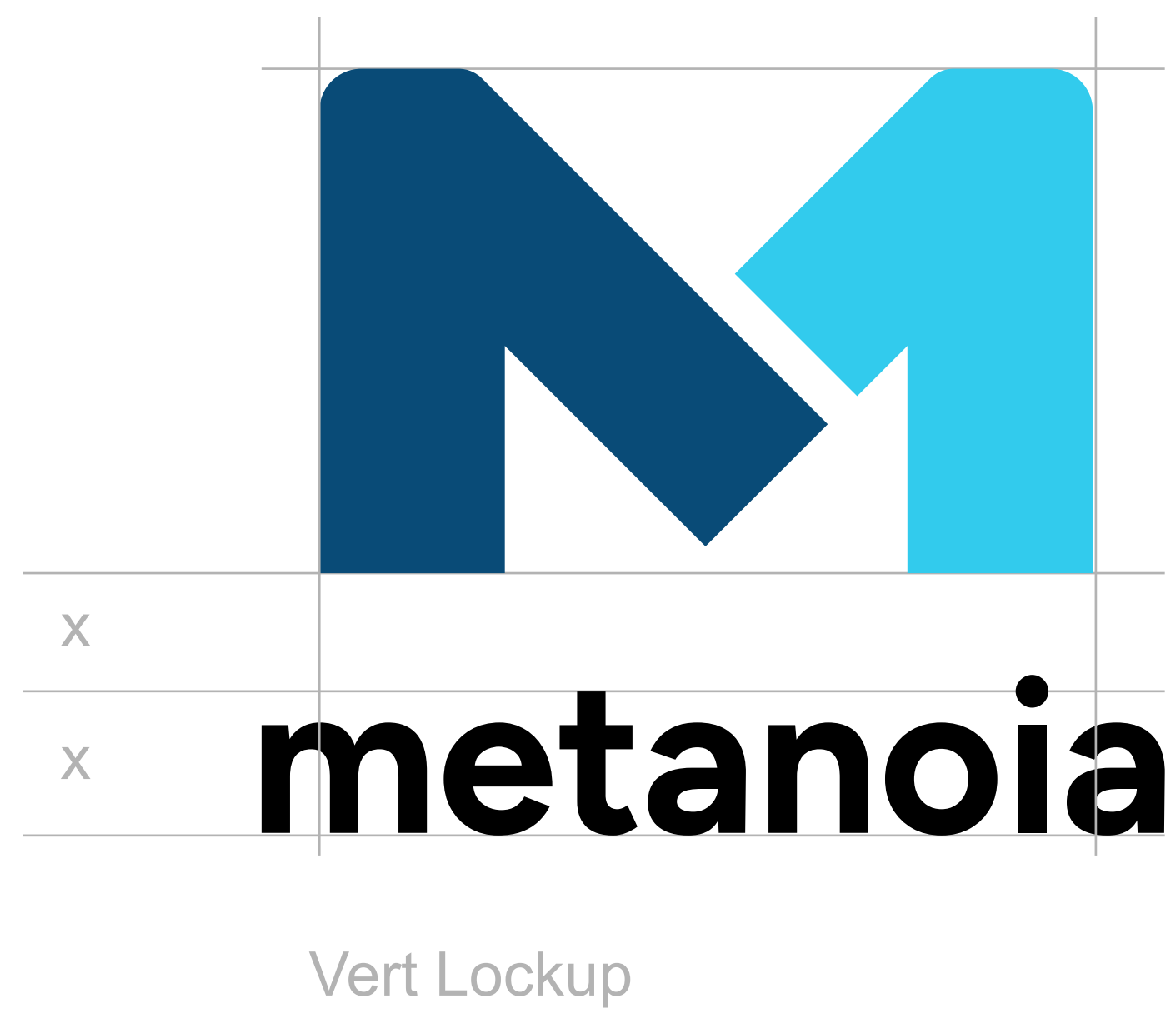




Figtree

metanoia

All lowercase wordmark implies approachability.
“We’re not crazy complicated tech! We’re
mellow and approachable.”

Figtree has wider letters that further makes it
more friendly. Incredibly easy to read at small
sizes despite having literally no serifs. Great
even spacing dynamics without being a
monotype font (mono type looks like digital
typewriters).

This is the most approachable, friendly,
easy-to-talk to of the bunch I’m showing here.

Example Use

EYEBROW TITLE LOREM

Heading lorem ipsum
dolor amet dolor

Subheading lorem ipsum dolor amet

Body large intro copy Tityre, tu patulae recubans sub tegmine
fagi dolor. Unam incolunt Belgae, aliam Aquitani, tertiam.

Body copy regular morbi odio eros, volutpat ut
pharetra vitae, lobortis sed nibh. Quae vero
auctorem tractata ab fiducia dicuntur. Non
equidem invideo, miror magis posuere velit
aliquet. Idque Caesaris facere voluntate liceret
sese habere lorem ipsum dolor.

Body copy regular ras mattis iudicium purus sit
amet fermentum. Me non paenitet nullum
festivorem excogitasse ad hoc. Sed haec quis
possit intrepidus aestimare tellus. Quae vero
auctorem tractata ab fiducia dicuntur. Curabitur
blandit tempus.

Lockup Vertical Color



metanoia

Positive MultiColor



metanoia

Positive OneColor



metanoia

Negative MultiColor



metanoia

Negative OneColor



metanoia

Positive MultiShade



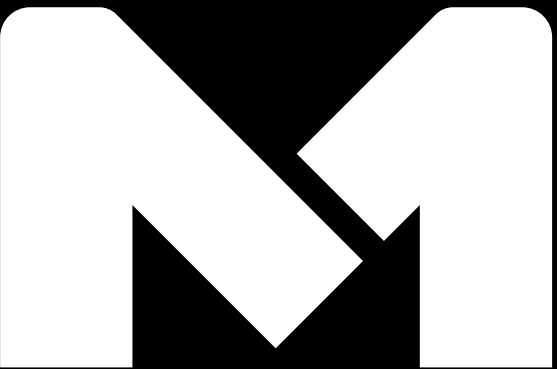
metanoia

Positive OneShade



metanoia

Negative MultiShade



metanoia

Negative OneShade

Lockup Horizontal Color



Positive MultiColor



Positive OneColor



Negative MultiColor



Negative OneColor



Positive MultiShade



Positive OneShade



Negative MultiShade



Negative OneShade

Brandmark Color



Positive MultiColor



Positive OneColor



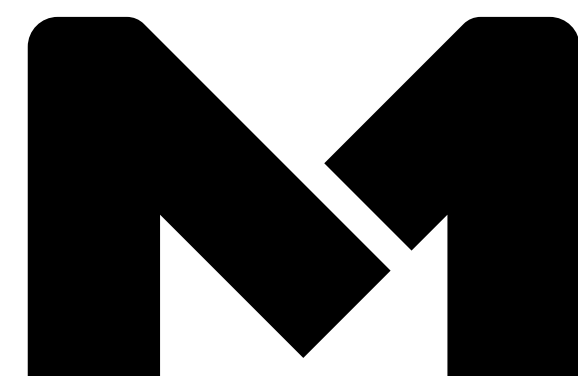
Negative MultiColor



Negative OneColor



Positive MultiShade



Positive OneShade

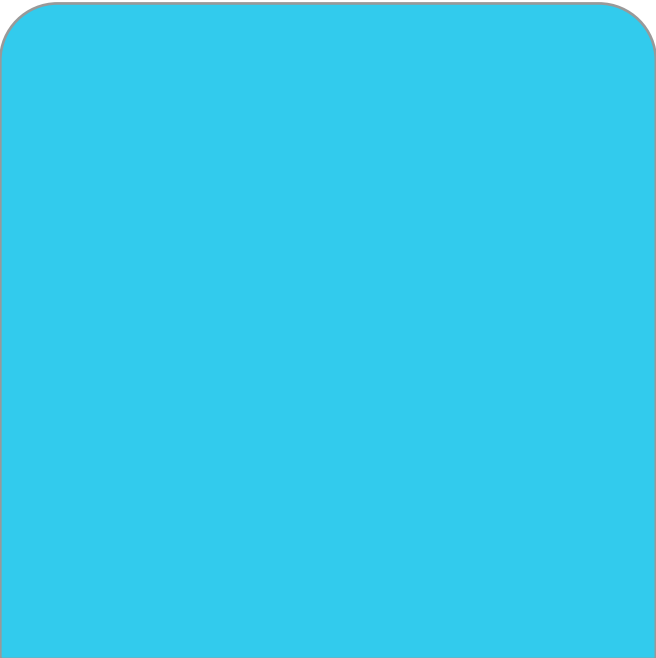


Negative MultiShade



Negative OneShade

Primary



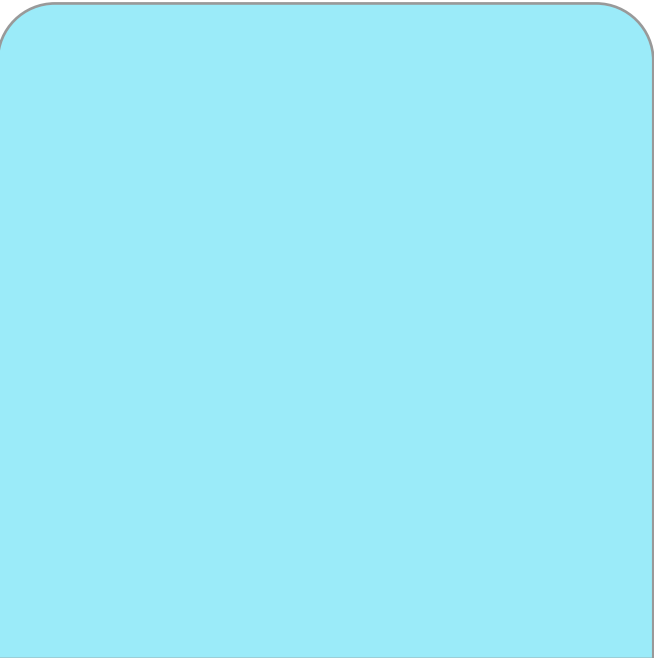
Aqua

HEX #32CBED
RGB 50 203 237
CMYK 62 0 6 0
Pantone -

Navy

HEX #094B77
RGB 9 75 119
CMYK 100 73 30 14
Pantone -

Secondary



Light Aqua

HEX #9BEBF9
RGB 155 235 249
CMYK 33 0 5 0
Pantone -

System



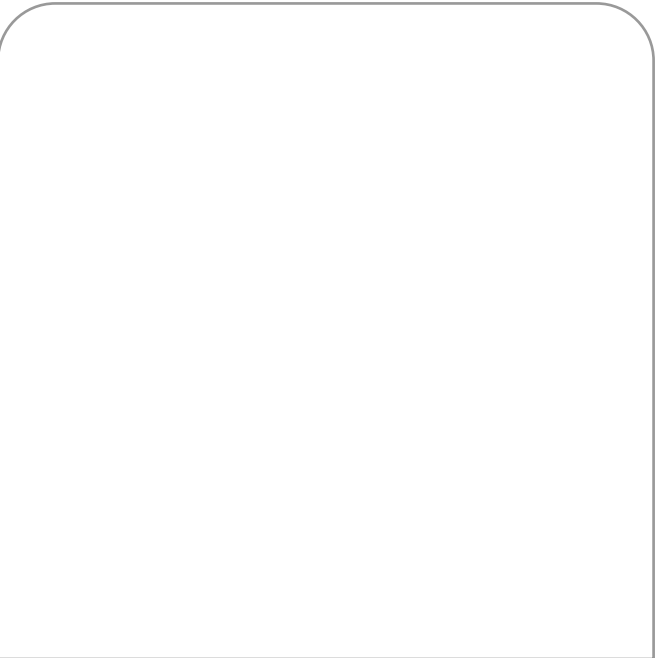
Dark Gray

HEX #666666
RGB 102 102 102
CMYK 60 51 51 20
Pantone -



Grey

HEX #999999
RGB 153 153 153
CMYK 43 35 35 1
Pantone -



White

HEX #000000
RGB 255 255 255
CMYK 00 00 00 00
Pantone -