

klue

INTRODUCTION

Klue provides a lens into your competitor's world, continuously updating and connecting dots to help you win more business. Capture, manage, and communicate market insights from the web and across the company, in platforms you already use.

PRIMARY LOGO

klue

SECONDARY LOGO

k

TYPOGRAPHY SYSTEM

Titles + Headers
(95% line height)

Proxima Nova Extra Bold Title Case

Alternative
Titles + Headers

Family Regular Title Case

Secondary Headers
(15% kerning)

Proxima Nova semibold for secondary headers.

Paragraph Text

Proxima Nova regular with sentence cap for paragraph text.

Labels / Short Text
(15% kerning)

PROXIMA NOVA REGULAR ALL CAPS

COLOUR SYSTEM

Primary Colours



#00CCFF



#FFFFFF



#000000

Secondary Colours



#E1F4FF



#B17DFF



#E0C9FF

Tertiary Colours



Gradient

#00CCFF

+

#B17DFF