



# Brand Style Guide

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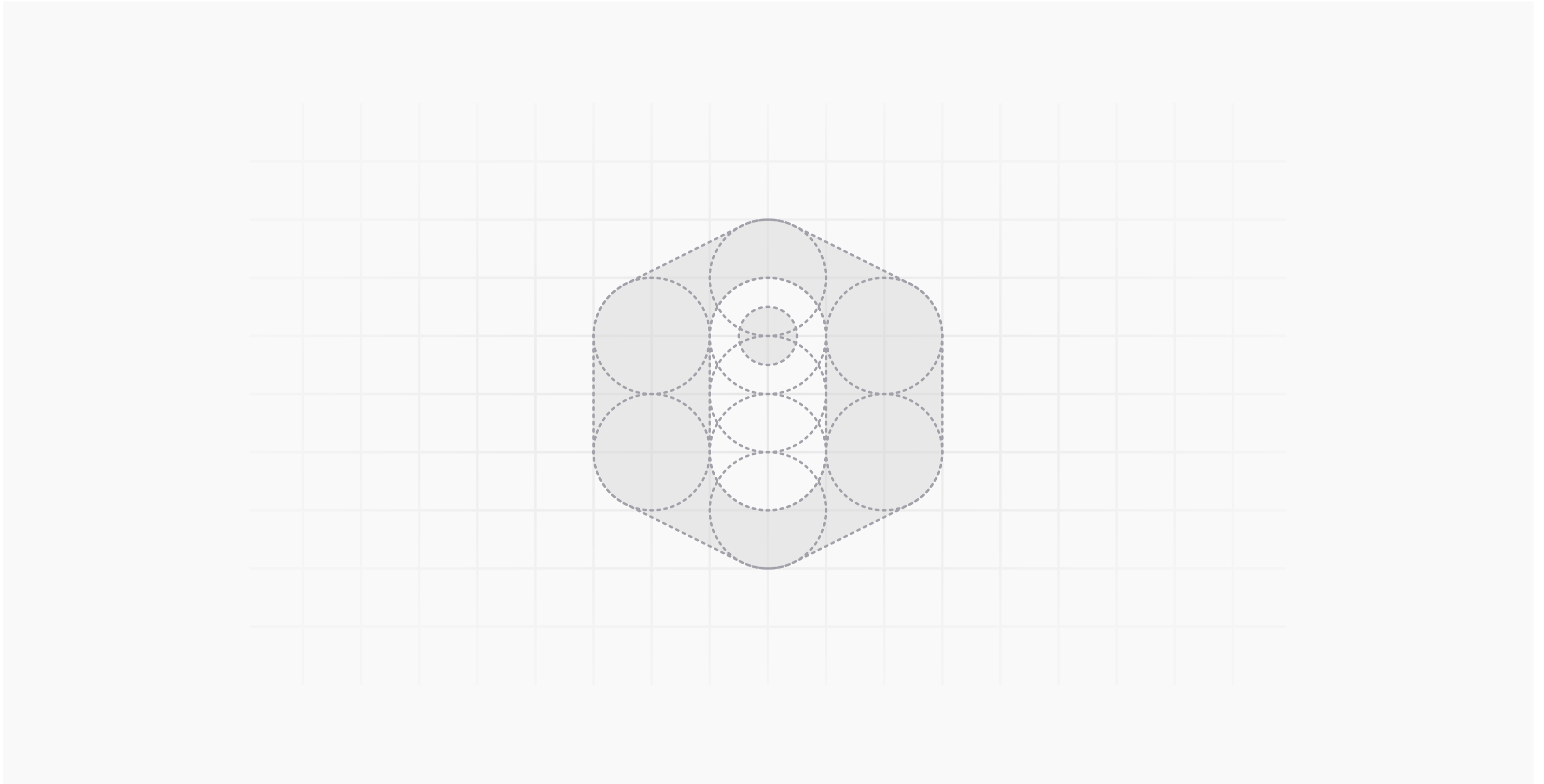
## Application

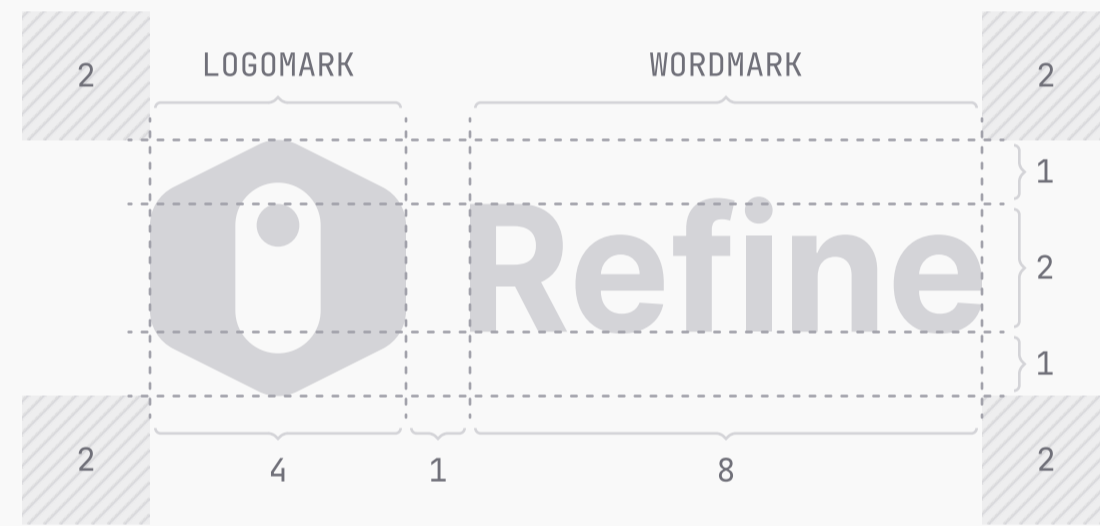
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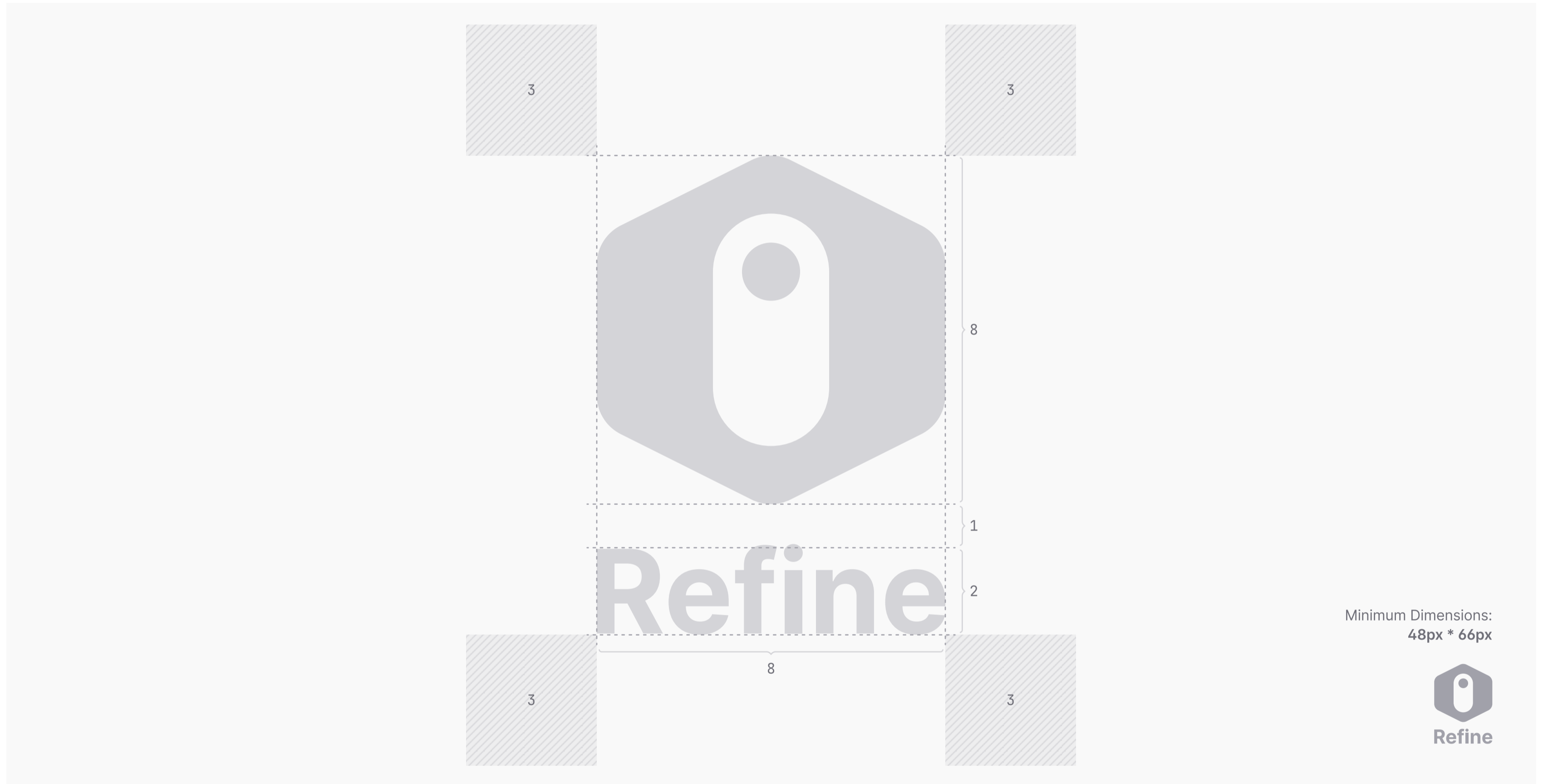
**Refine**

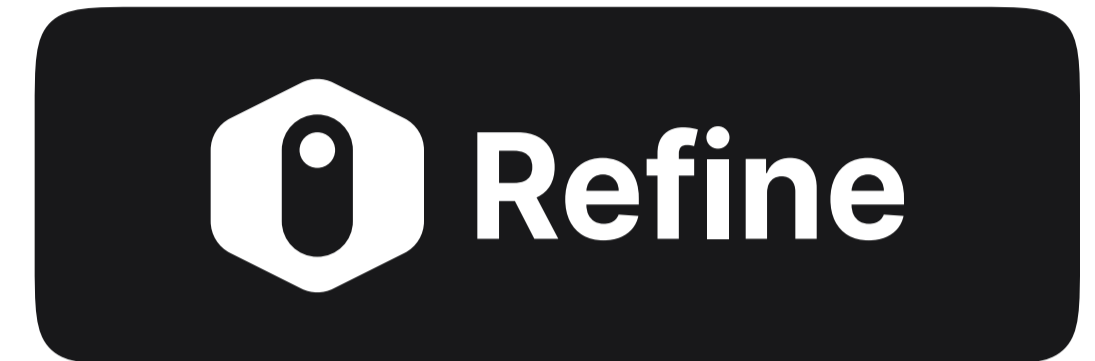




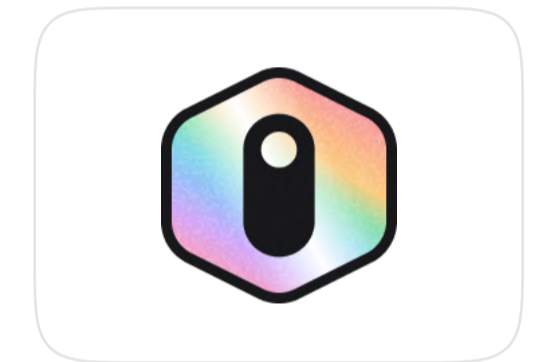
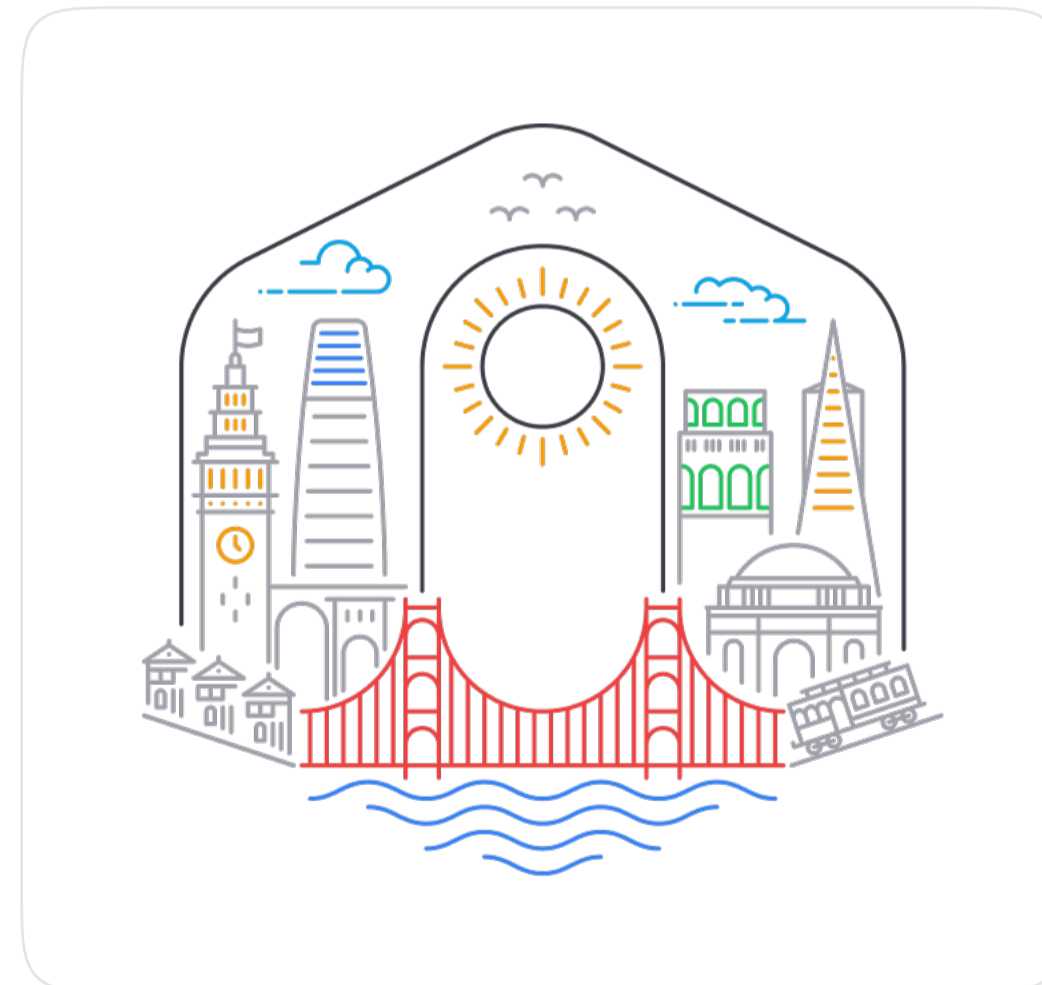
Minimum Dimensions:  
104px \* 32px







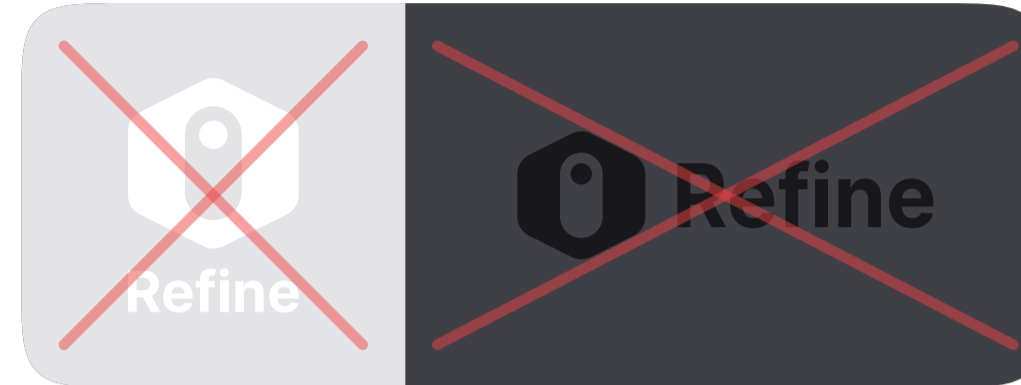
**Refine**



**i** The rules are loose by design.  
The Refine logo is designed for adaptability, flexibility, and play.



⊗ Don't use the wordmark alone, without the logomark.



⊗ Don't apply the logo with low contrast background.



⊗ Don't rasterize and scale the logo.



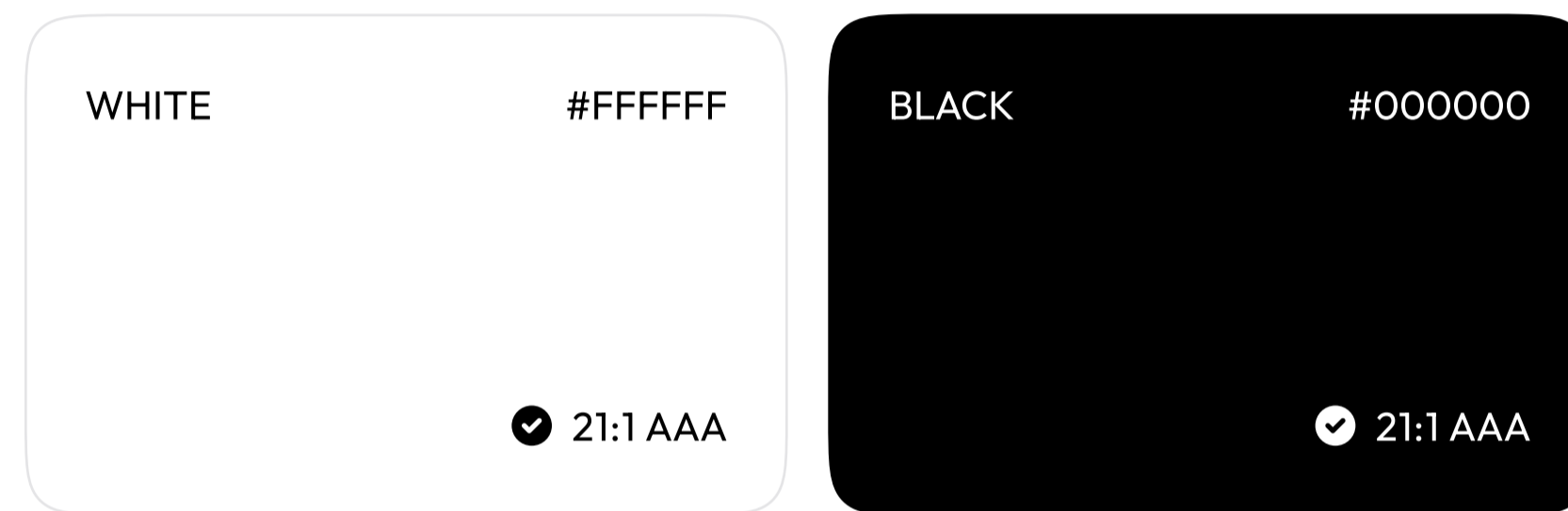
⊗ Don't apply the logo on busy images.

**i** You can bend the rules only if:

- your application embraces the essence of the logo,
- is esthetically pleasing and,
- **you know what you're doing.**

## Primary Palette

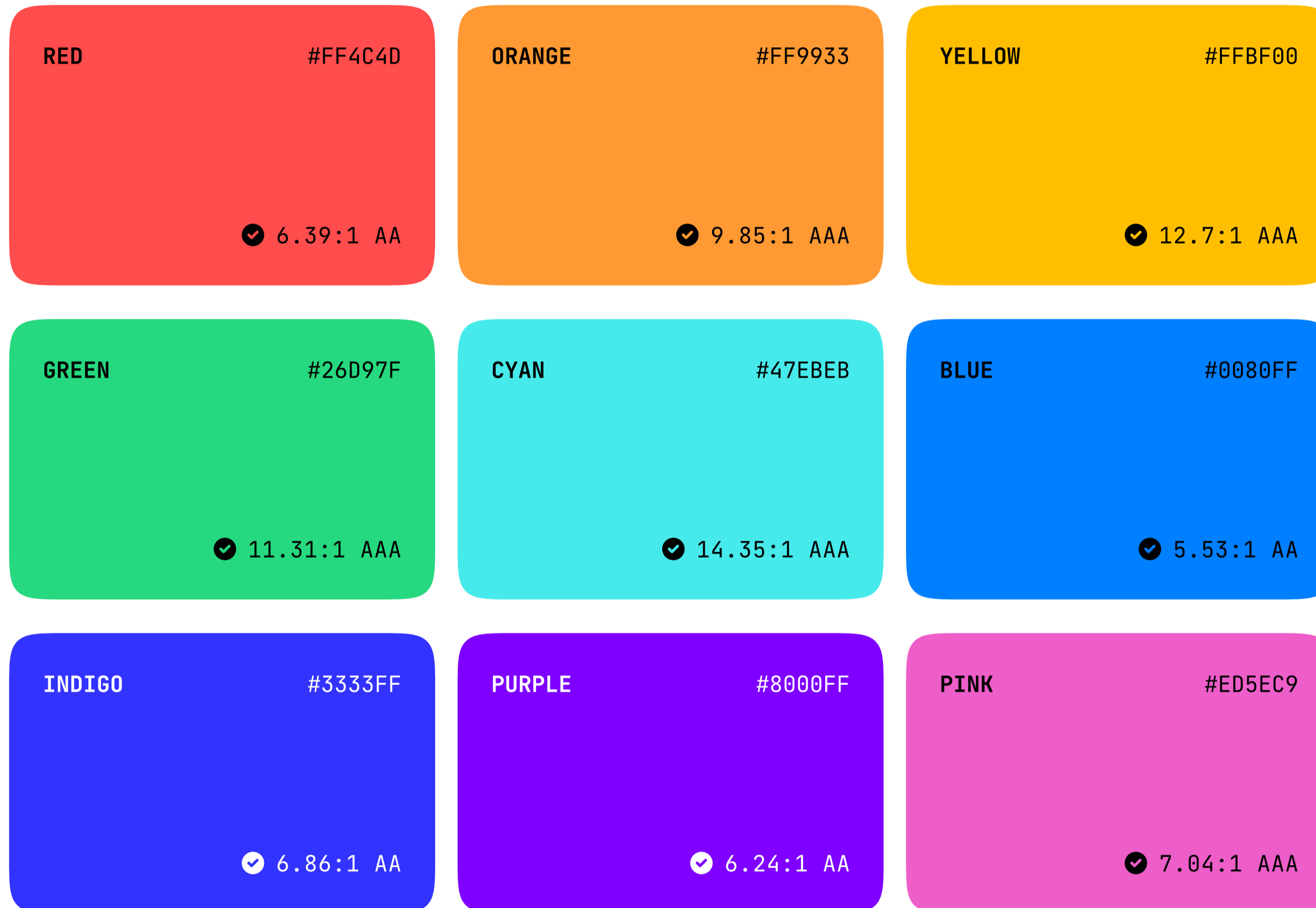
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**i** The primary color palette for Refine is intentionally limited to black and white, for we want the Refine brand to be neutral and adaptable to its surroundings.

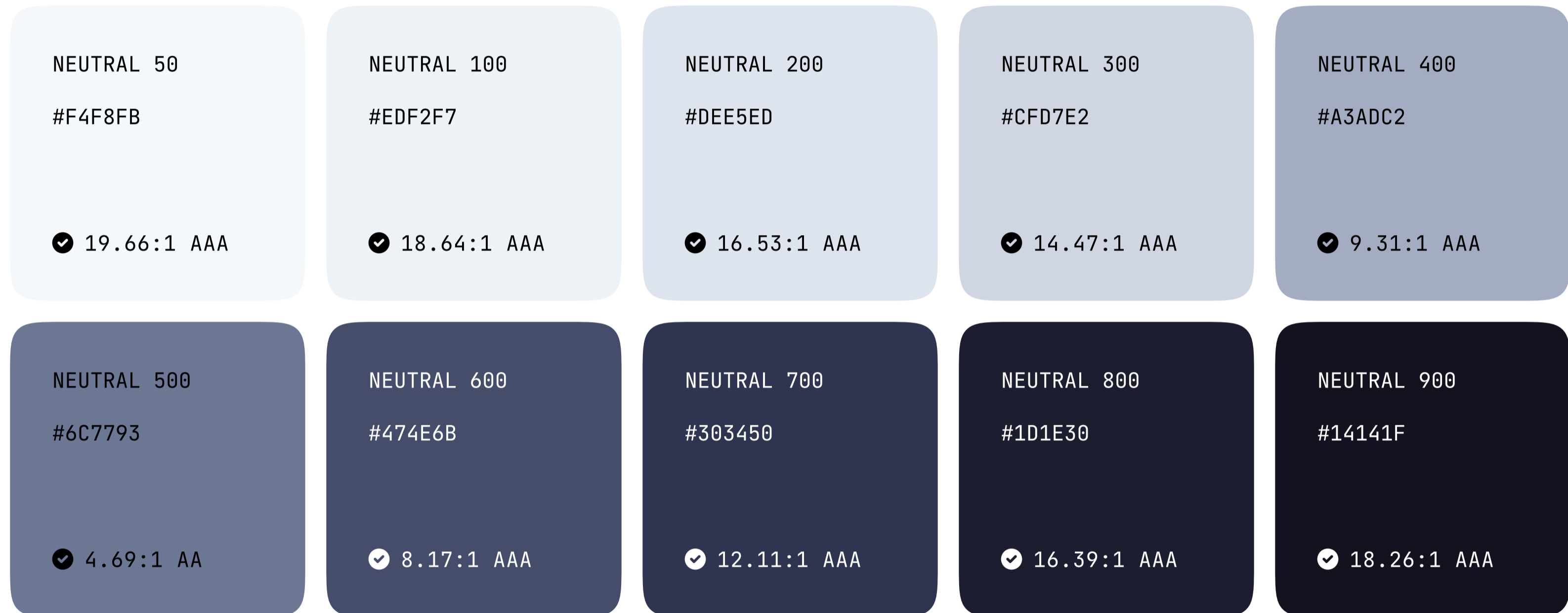
## Secondary Palette

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## Neutral Palette

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Aa Cc

Inter Variable

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0123456789

!@#%&/()?\$€£½{[]}\|+ -\* =

The quick **brown fox jumps**  
***over*** the lazy dog.

TYPOGRAPHY	TOKEN	SIZE	LINE-HEIGHT	WEIGHT	LETTER-SPACING
<b>Heading 1</b>	heading-lg	40px	48px	600	0.05%
<b>Heading 2</b>	heading-md	32px	40px	600	0%
<b>Heading 3</b>	heading-sm	24px	32px	500	0%
Large Text	text-lg	16px	24px	400	-0.4%
Medium Text	text-md	14px	20px	400	-0.6%
Small Text	text-sm	12px	16px	400	-0.7%

