



violett

HOW TO LOOK VIOLETT

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DEC 2021



TYPOGRAPHY

# Philosopher

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz

0123456789!@#%&\*

24PT BOLD

96PT REGULAR

# Public Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz

0123456789!@#%&\*

48PT REGULAR

28PT REGULAR

## UVC LIGHT DISINFECTOR

# Breathe easier.

Violett is creating safer spaces  
to breathe where we live, work  
and learn.

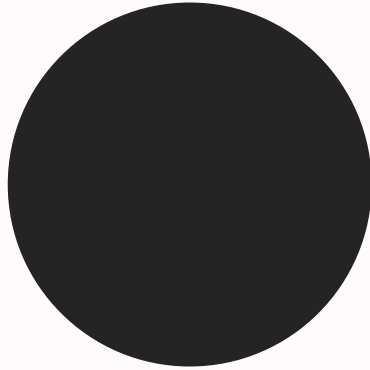
Our proprietary cyclone technology maximizes  
the power of ultraviolet light.



COLOR

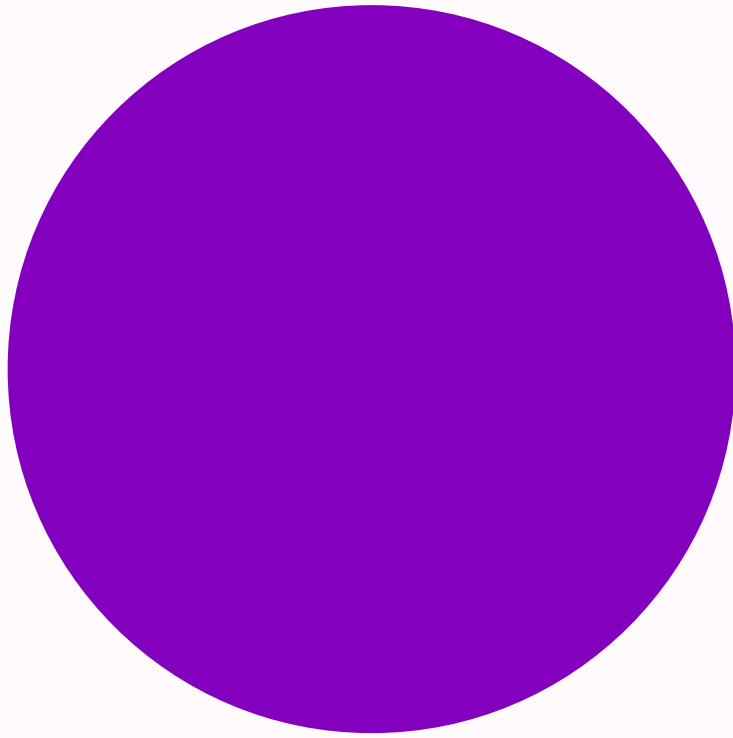
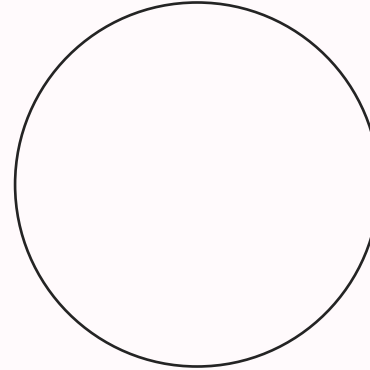
**Dark**

HEX: #242424



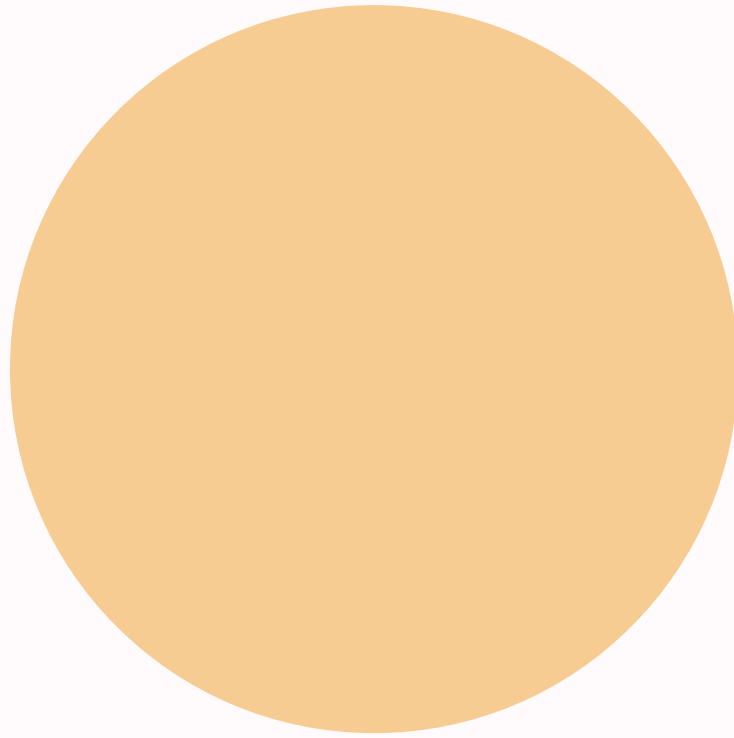
**Light**

HEX: #FFFAFC



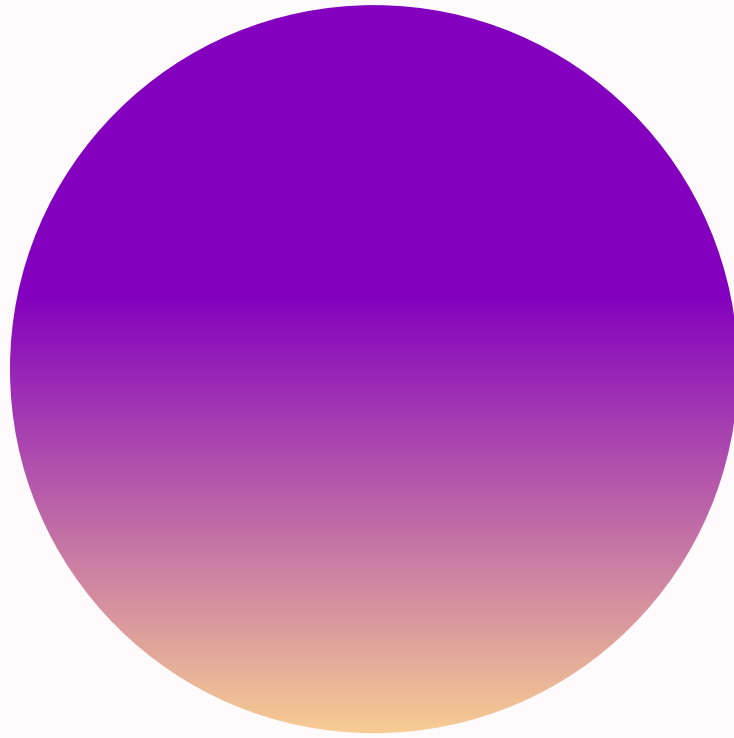
**Primary**

RGB: 130 / 0 / 190  
CMYK: 64 / 91 / 0 / 0  
HEX: #8200BE



**Secondary**

RGB: 247 / 204 / 146  
CMYK: 2 / 21 / 46 / 0  
HEX: #F7CC92



**Gradient**

SECONDARY COLOR LOCATION: 60%

ICONOGRAPHY

