



MEDIA KIT

Brand assets at a glance

Logo



Available in four versions: full-colour (blue), grey, white (reversed, for dark backgrounds) and black. Please always keep clear space around the logo and do not place it smaller than legible. Logo files are downloadable from the media kit on our press page at peoplelikeus.world/press.

Colours

Blue	Grey	White
HEX #5ABFDE RGB 90 191 222	HEX #616678 RGB 97 102 120	HEX #FFFFFF RGB 255 255 255

Blue and grey are our primary palette. A wider secondary palette exists for design use, and is available on request.

Fonts

VAG Rounded logo and brand headlines.

Montserrat everything else: documents, web, email.

Please don't

Change the logo's proportions, colours or font. • Add shadows or effects. • Rotate it. • Place it on a black background. • Alter the name (it is "People Like Us," never "PLU" in the logo).

For anything not covered here, or the full brand guidelines, contact press@peoplelikeus.world.