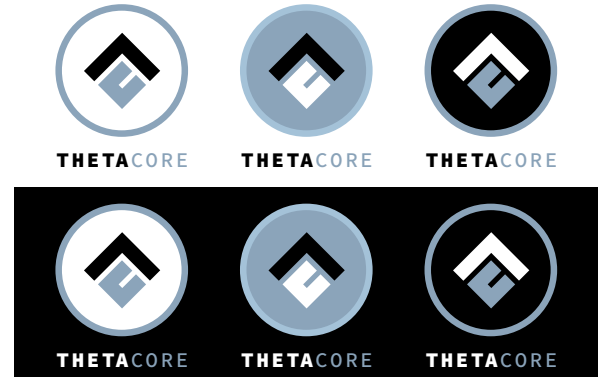




STYLES Colors

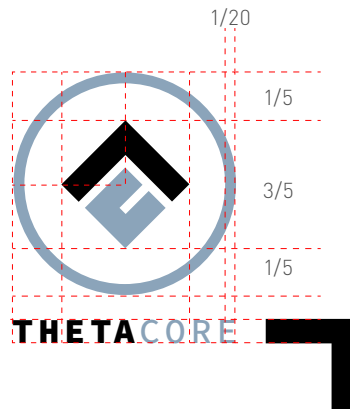
The logo may have variations, where alternate colors replace color 8BA4BA as seen at right, with application to a black background.

	8BA4BA
	E4E7ED
	8E96A8
	000000
	ffffff



Logo Composition

The ring is 1/20 its diameter. The icon's points are 3/5 diameter, spaced 1/5 diameter from the ring. THETACORE's height equals the T's width and is spaced from the ring the same measure.



Alternatively, the horizontal version follows these measurements.



Font

THETA: Source Code Variable Black
28pt 160 tracking
CORE: Source Code Variable Medium
28pt 160 tracking



Typography

HEADLINE

Welcome

Proxima Nova Extra Bold
Black
24pt/20pt
Tracking: 4pt

SUBTITLE

THE REAL YOU

Proxima Nova Extra Bold
8E96A8
8pt/12pt
Tracking: 74pt

BODY

Body copy
Source Sans Variable
8pt/11pt
Tracking: 37pt

HEADLINE 2

Try a 3-Minute

Proxima Nova Bold
Black
13pt/13pt
Tracking: -6pt

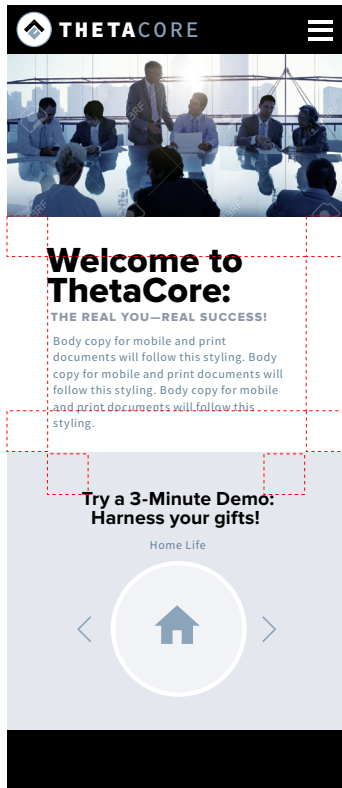
* All text formatting may be altered proportionally.

Layout

Text block padding: 2x the height of an upper case character, measured from lower case character top edge.
Flush left, rag right paragraphs.
8 words per line.

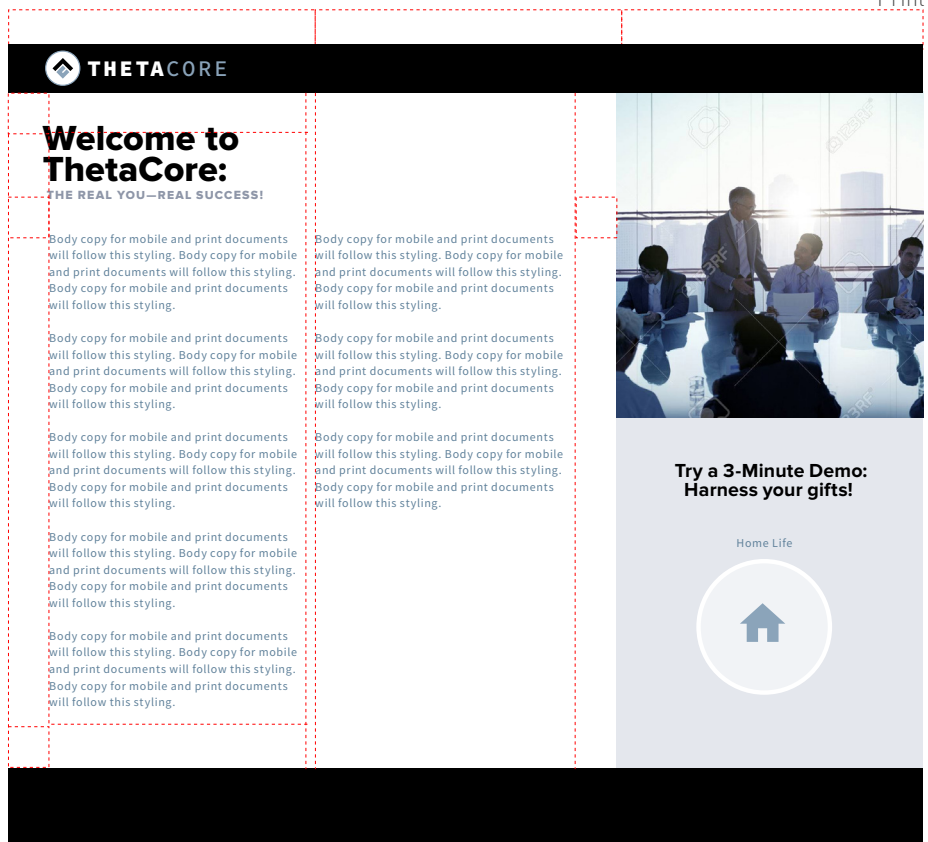
Print layout in thirds. Color blocks and images bleed off page. Images 50% height.

Top black area: 0.5" height.
Bottom black area: 1" height.
Logo: 1/5 height spacing from black area horizontal edges.



Web

Full bleed images



Print



Suggested design/layout for more youthful audience



THETACORE

ITS ALL

Body copy for mobile and print documents will follow this styling. Body copy for mobile and print documents will follow this styling. Body copy for mobile and print documents will follow this styling.

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YOU



THETACORE

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Hero image

