





Based on “*impossible geometry*”, this logo creates an optical illusion that represents **the ability to solve seemingly impossible problems, by bringing different inputs together**. It also gives the feeling of continuity, of movement and connection. It’s an alliance, but also a window and a door that can lead us to previously unimagined scenarios that break the paradigms of what can and cannot be done.

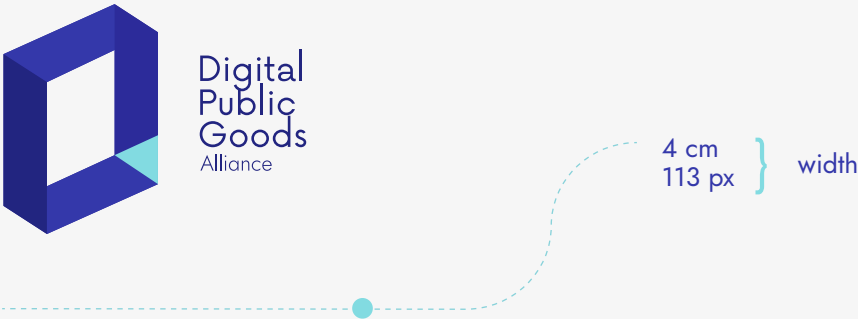
The triangle represents new stakeholders and partners that can join the alliance as well as **digital solutions that can make existing efforts stronger**. The square can also be seen as a nod to stacks and foundations that once set can be built upon.



Clearspace



Minimum Size



Do Not

Stretch/squash/distort
Add drop shadows
Change the color
Change the font
Change the order



Primary Palette

Secondary Palette

C.100 M.100 Y.13 K.6
R.33 G.33 B.128
HEX.212180

C.96 M.97 Y.0 K.0
R.44 G.38 B.155
HEX.2C269B

C.90 M.88 Y.0 K.0
R.51 G.51 B.171
HEX.3333AB

07
C.44 M.0 Y.15 K.0
R.130 G.119 B. 225
HEX.82DBE1

C.44 M.14 Y.0 K.0
R.131 G.190 B.246
HEX.83BEF6

C.61 M.58 Y.0 K.0
R.124 G.117 B.242
HEX.7C75F2

C.0 M.50 Y.92 K.0
R.255 G.149 B.42
HEX.FF952A

C.75 M.12 Y.37 K.0
R.42 G.168 B.168
HEX.2AA8A8

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- Now Alt | Titles

Thin Light Regular **Medium Bold Black**

QWERTYUIOPASDFGHJKLZXCVBNM

qwertyuiopasdfghjklzxcvbnm

For languages or software not supported by Now Alt,
please use Raleway Font.

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fonts.google.com/specimen/Raleway

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and body text. This font family has 18 styles and 9
weights and it supports over 50 languages.

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