

САРТСНА

# Rationale

The brand name "CAPTCHA" represents capturing innovation.

The color purple represents the luxury while the color blue indicates success in the Tech world.

CAPTCHA ▲



# Logo Variations

The first thing that should be shown in your brand guidelines is your logo design. This is the main form of the logo, and the design that you would expect to see 90% of the time.

In the first instance, it should be shown in full colour, in all its glory. Be proud of it! Check out this post if you're looking for tips to make your logo design more effective.

The word "CAPTCHA" in a white, sans-serif font, followed by a white triangle pointing upwards, all set against a solid black rectangular background.The word "CAPTCHA" in a white, sans-serif font, followed by a white triangle pointing upwards, all set against a solid blue rectangular background.The word "CAPTCHA" in a white, sans-serif font, followed by a white triangle pointing upwards, all set against a solid dark grey rectangular background.The word "CAPTCHA" in a white, sans-serif font, followed by a white triangle pointing upwards, all set against a solid purple rectangular background.

# Don'ts

Don't add any kind of gradient



Don't distort the logo in any way



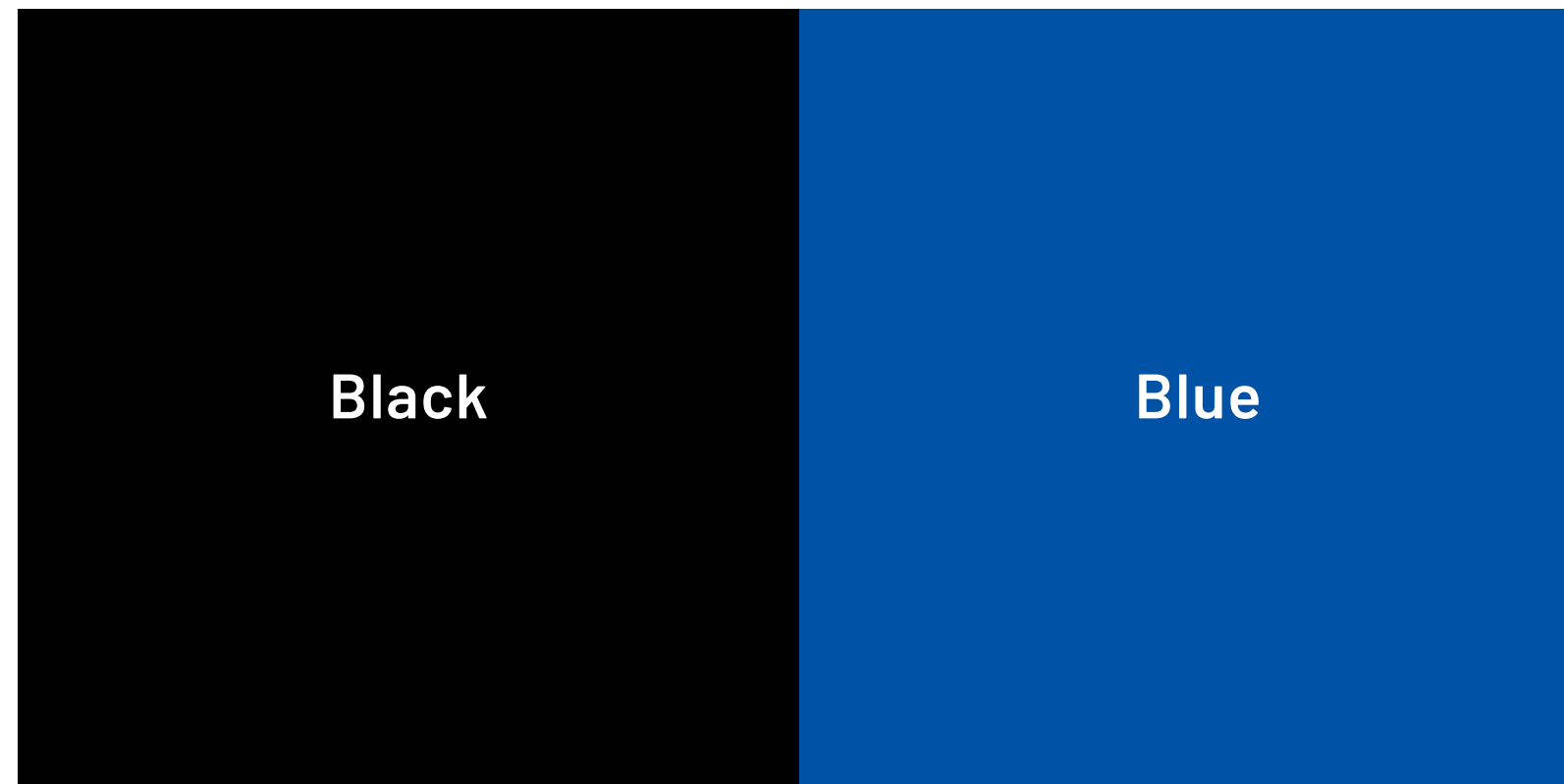
Don't add drop shadow



Don't change the original solid color with an outline

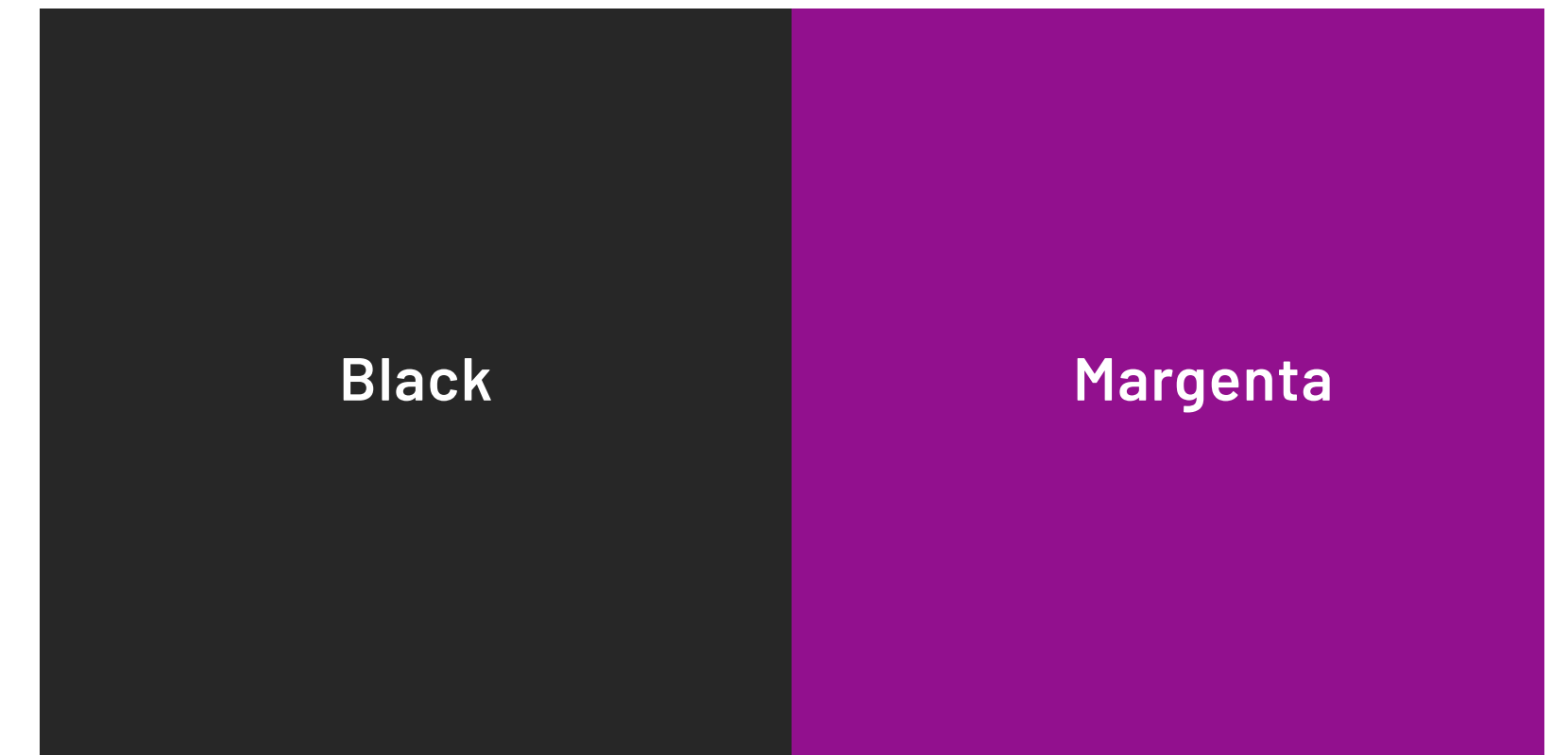
# Logo Colors

## Primary Colors



- **HEX: f70894**  
**RGB: 247, 8, 148**  
**CMYK: 0, 97, 0, 0**
- **HEX: 090f34**  
**RGB: 9, 15, 52**  
**CMYK: 97, 92, 46, 60**

## Secondary Colors



- **HEX: f70894**  
**RGB: 247, 8, 148**  
**CMYK: 0, 97, 0, 0**
- **HEX: 090f34**  
**RGB: 9, 15, 52**  
**CMYK: 97, 92, 46, 60**

# Font Used

## Primary Colors

Style	Nexa <b>Bold</b>
Nexa Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Nexa Light	abcdefghijklmnopqrstuvwxyz 1234567890
Nexa Regular	!#\$%^&*()_+{ }?
Nexa Medium	
Nexa Bold	
Nexa Black	

## Secondary Colors

Style	Inter <b>Bold</b>
InterThin	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Inter Light	abcdefghijklmnopqrstuvwxyz 1234567890
Inter Regular	!#\$%^&*()_+{ }?
Inter Medium	
Inter Bold	
Inter Black	