



# Orion

Small Brand Guide

# Logo variants

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Discover our collection of logo variants, each crafted to maintain brand integrity across our channels and products.

## Main Logo



## MacOS Icon



## MacOS Dev Icon



## IOS Icon



# Brand colors

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White  
#FFFFFF

Purple  
#7F4BD5

# Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

vwxyz0123456789.,? !@#\$%^&\*()\_ - + = " |

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**

**qrstuvwxyz0123456789.,? !@#\$%^&\*()\_ - + = " |**

Aa

Aa

**SF Pro:** Orion uses neutral, flexible, sans-serif SF Pro. This typeface is the system font for iOS, iPadOS, macOS and tvOS. SF Pro supports over 150 languages across Latin, Greek, and Cyrillic scripts.

**New York Extra Large:** The New York Extra Large font is an Apple-designed serif typeface drawing from historical type styles, intended to work alone or with San Francisco fonts.