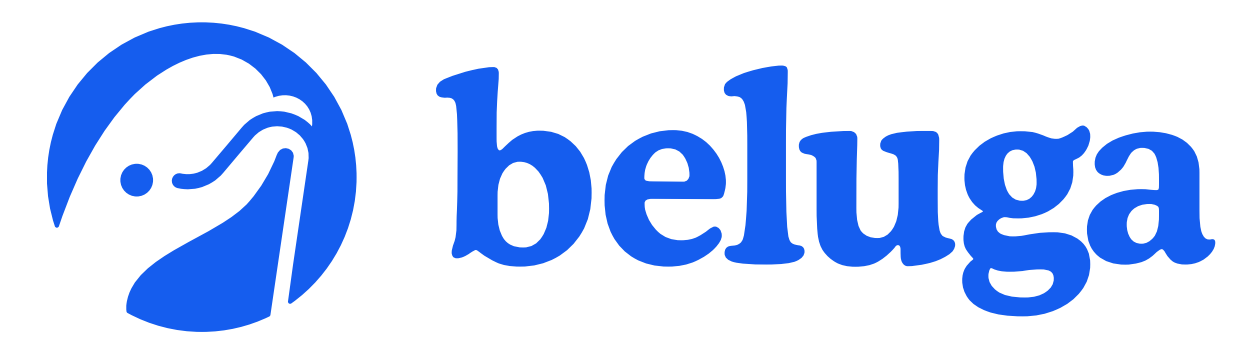




Beluga Brand^{2.0}

▶ logo variants



▶ logo variants inverted



▶ logo variants B&W



▶ logo safe zone







Headlines

Cooper Bold

Tracking	-3 %
Line Height	Auto
Font size Web	24px – 72px
Font size Others	Variable

Text

Inter Bold + Regular, Semibold

Tracking	-3 %
Line Height	Auto
Font size Web	12px – 20px
Font size Others	Variable

Primary & Accent Blue
#155EEF

Primary Typo
#1E293B

Secondary Typo
#344054

Pure White
#FFFFFF

Success
#DCFAE6

Success
#FEF0C7

Error
#FEE4E2

▶ primary gradient

Gradient	Brand 950 – Brand 900
Overlay	Noise
Radius	16 – 24 px



badges & other colors

STARTER PACKS

KOL NETWORK

INTERVIEWS

CONTENT

LEARN & EARN

icon set

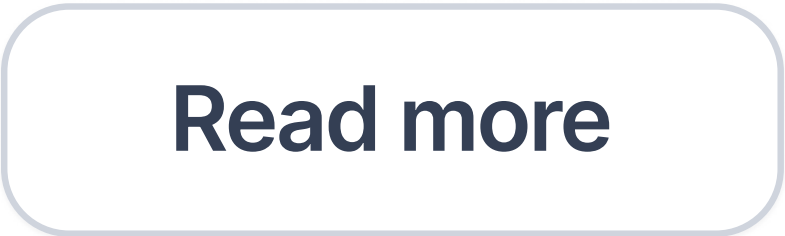
complete icon set is defined in **Beluga Design System**



Primary



Secondary



Secondary color

