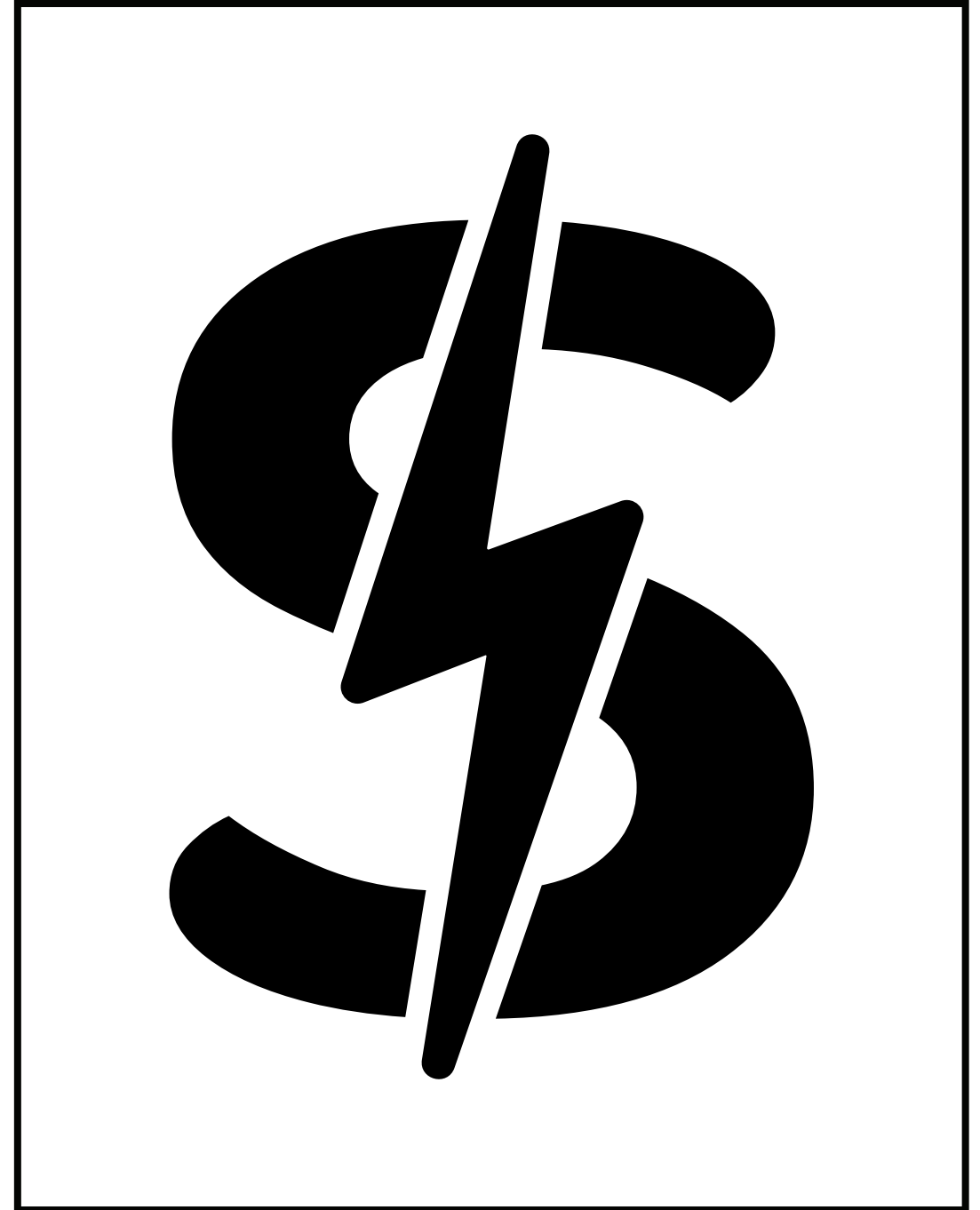
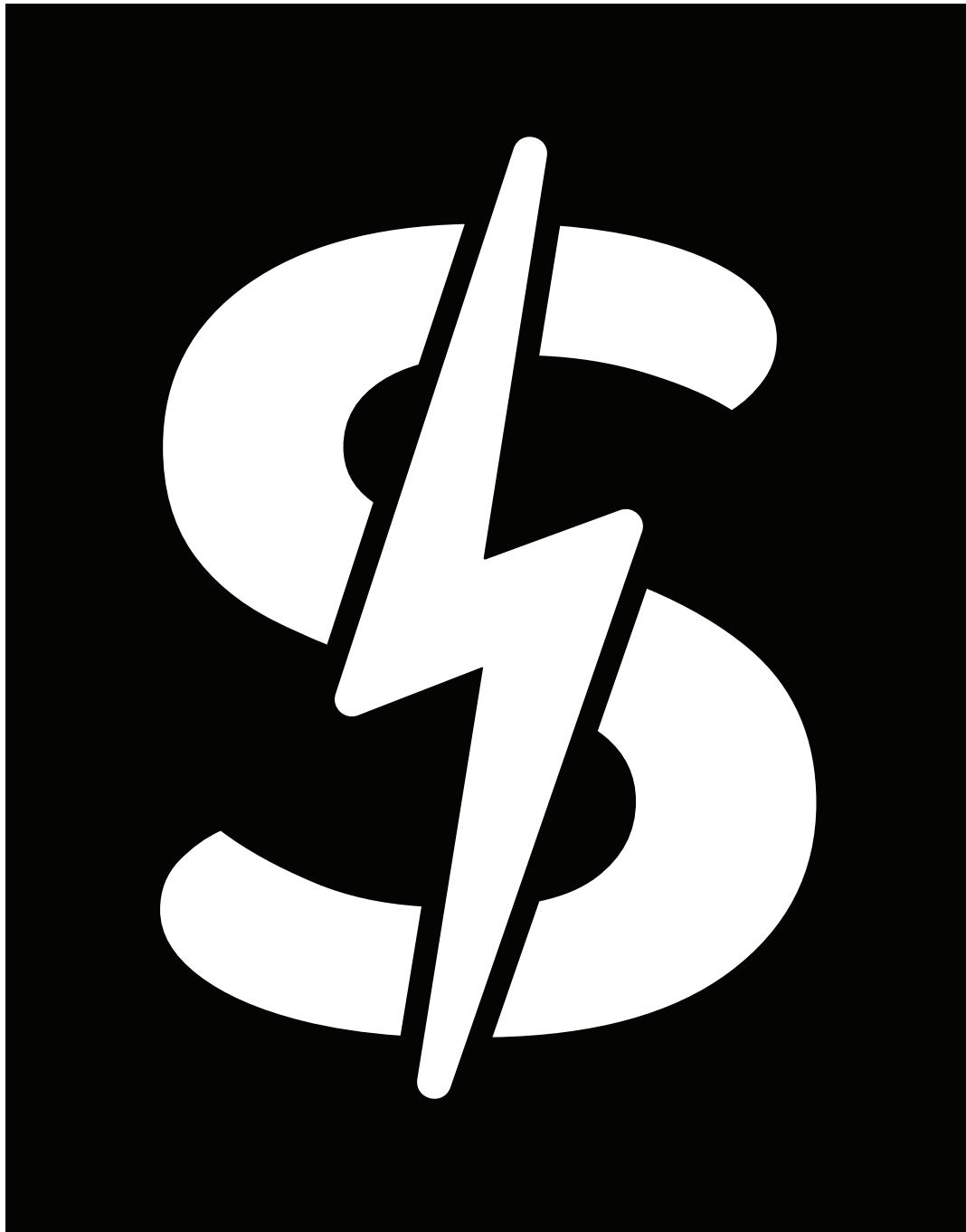


# Chargd Brand Guide

UPDATED FEBRUARY 26, 2024



# Glyph (Black & White)



# Glyph (Color)



# Color Palette



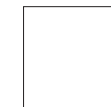
Chargd Purple

Primary Color - #2E0844



Electric Purple

Accent Color - #775CA7



White

#FFFFFF

# Typography

**Baloo Bhaina 2** ————— Display Font

**Helvetica** ————— Body Font

# Logo



Horizontal



Vertical

# Mock Ups



 charged