

SprintAnalytics

# Brand Guidelines

2026



# The logo

In one word

The **SprintAnalytics** brand is composed of two elements. The word « **Sprint** » followed by « ***Analytics*** ». However, it must always be written as a single word.

**SprintAnalytics**



# The logo

Color variations

## Original version

For use on solid light backgrounds.

## White text version

For use on solid dark backgrounds.

## White version

The *SprintAnalytics* logo should not be used on light shades of green or blue, as it may lack sufficient visibility. When necessary, place the original logo (for light backgrounds) inside a white square to ensure optimal legibility.



# Colors

The brand palette

## Couleurs principales



R 0 / V 1 / B 139  
#00018B



R 2 / V 91 / B 201  
#025BC9



R 98 / V 211 / B 255  
#62D3FF



R 255 / V 255 / B 255  
#FFFFFF



R 242 / V 242 / B 242  
#F7F7F7

R 0 / V 1 / B 139  
#00018B

R 2 / V 91 / B 201  
#025BC9

R 98 / V 211 / B 255  
#62D3FF

R 242 / V 242 / B 242  
#F7F7F7

R 255 / V 255 / B 255  
#FFFFFF

# Typography

Presentation

Font hierarchy

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**INNOVATION AT  
THE HEART OF  
BUSINESS**

**Global innovation**

Sprint*Analytics* combines a unique set of expertise to: consolidate strategic data and provide access to...

**MONTERRAT (ExtraBold)**

**Titles & key numbers**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789-/:àé\$€\*@#

Avenir Next (Régular)

**Keywords, Numbers & Subheadings**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789-/:àé\$€\*@#

Open Sans

**Boady text**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789-/:àé\$€\*@#



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