

Guidelines

1. Main Logo



This is our hero logo.

2. Supporting Logo Assets



The logo expands over four levels. Each logo can be awarded once the level has been met.

3. Lead Colour Palette



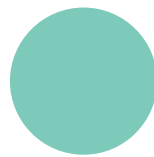
R93 G188 B171
C63 M0 Y40 K0
#5DBCAB



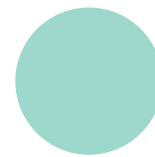
R8 G61 B75
C95 M59 Y48 K48
#083D4B

These are our main colours.

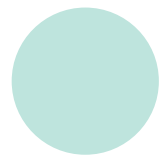
4. Supporting Colour Palette



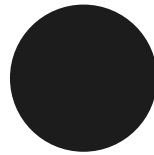
R125 G202 B187
C54 M0 Y33 K0
#7DCABB



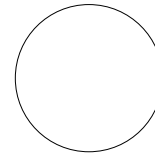
R158 G215 B204
C42 M0 Y26 K0
#9ED7CC



R190 G228 B221
C30 M0 Y18 K0
#BEE4DD



R28 G28 B28
C64 M53 Y49 K47
#1C1C1C



R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

These colours should be used to support the lead palette, such as body copy and backgrounds.

5. Headline Typography

abcdefghijklm
nopqrstuvwxyz

FreightSans Pro Bold

FreightSans Pro Bold should be used for all headlines.

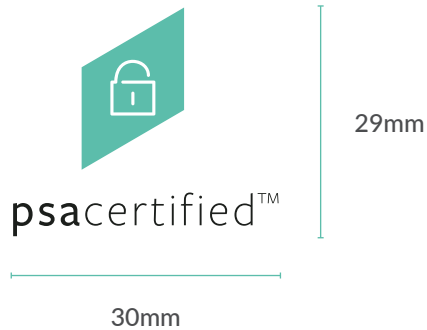
6. Body Copy Typography

abcdefghijklm
nopqrstuvwxyz

Lato Light

Lato Light should be used across body and paragraph text. Sometimes for headlines.

7. Logo Size



Neither main or supporting logos should be used smaller than 30.5mm / 115px (width).

8. Clear Space



There must always be a minimum clear space around the logo, equivalent to the height of the 'p'.

9. Incorrect Use



Don't alter proportions.



Don't use other colours.



Don't outline.



Don't use different font.



Don't use at an angle.



Don't use logo within a title.
