



Style Guide



Logo Variations



Standard logo to be used as the main brand mark where possible.



Logo Variations | Logo standard



Logo Variations



Compact logo to be used as an alternative where the main brand mark proportions are not suitable.



Logo Variations



Stacked logo to be used as an alternative in vertical layouts / tight horizontal spaces.



Logo Variations



For situations where a dark background is required, all three logo variations are to appear on dark grey (80% K).



Colour palette

RGB: 250.166.26 | CMYK: 0.40.100.0 | Pantone: 1235

RGB: 0.166.81 | CMYK: 100.0.100.0 | Pantone: 355

RGB: 236.0.140 | CMYK: 0.100.0.0 | Pantone:

RGB: 0.174.239 | CMYK: 100.0.0.0 | Pantone: Pro. Cyan

RGB: 178.210.53 | CMYK: 35.0.100.0 | Pantone: 382

RGB: 237.27.52 | CMYK: 0.100.85.0 | Pantone: 185

RGB: 237.27.52 | CMYK: 0.0.0.80 | Pantone: 185

RGB colours to be used with online / digital presentation, CMYK: default printing mode, Pantone: premium print & colour saturation



Headlines

Dax Medium - 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sub-headlines

Myriad Pro Light Cond. - 16pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Copy

Myriad Pro regular - 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



