

Brand Guidelines



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Introduction

Overview

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.

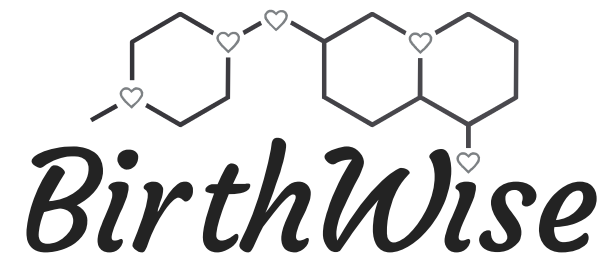
2.0

The Logo Design

The logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Primary logo - in colour



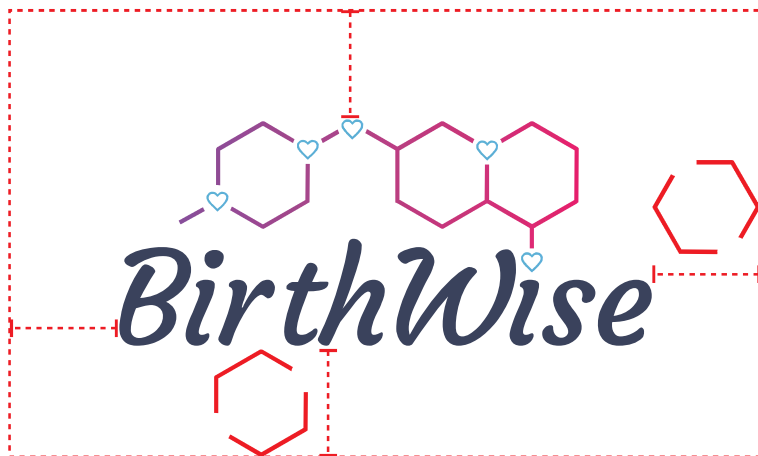
Primary logo - alternative colours

2.1

The Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

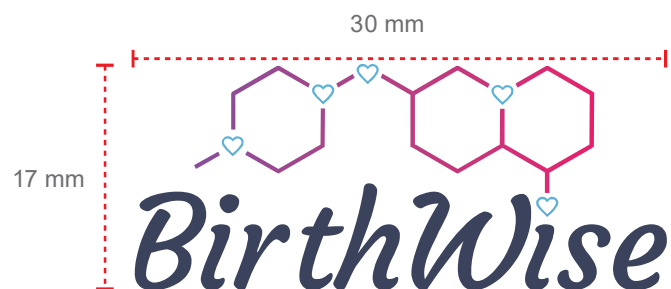
When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

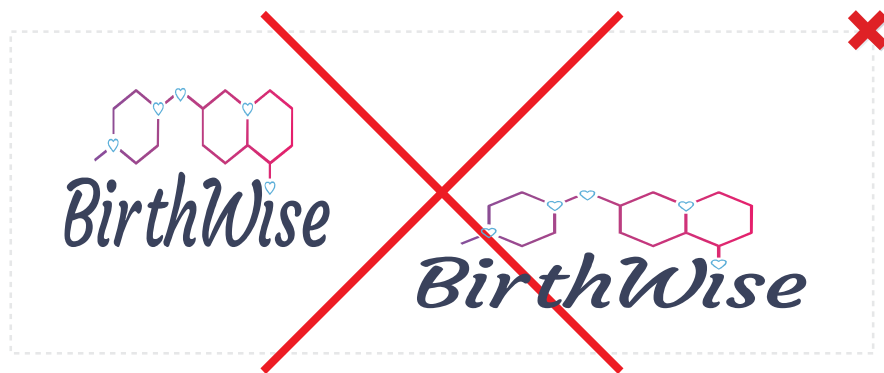
The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from it's designed aspect ratio, therefore stretching or squishing the shape and text.

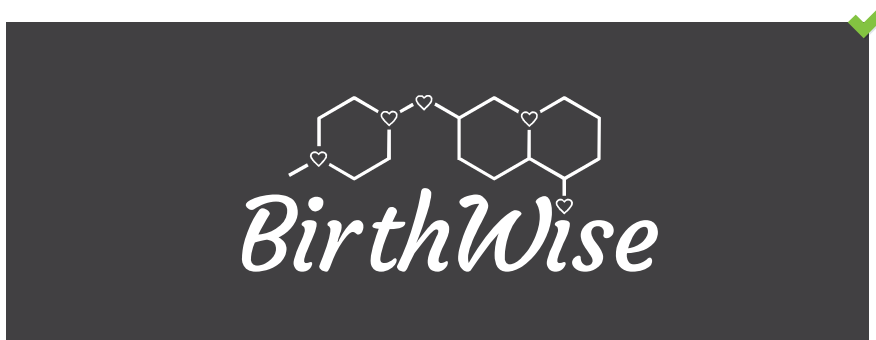
If the space is restrictive, the scale of the logo (not the dimensions) must be adjusted to fit.



Wrong!

The backdrop for the logo's placement is too similar to the colours - it lacks visibility and contrast.

To fix this problem, you can either select a contrasting base colour, or switch to one of the secondary colours assigned to the logo.



Correct!

The logo is clear and visible, using a secondary logo to show contrast.

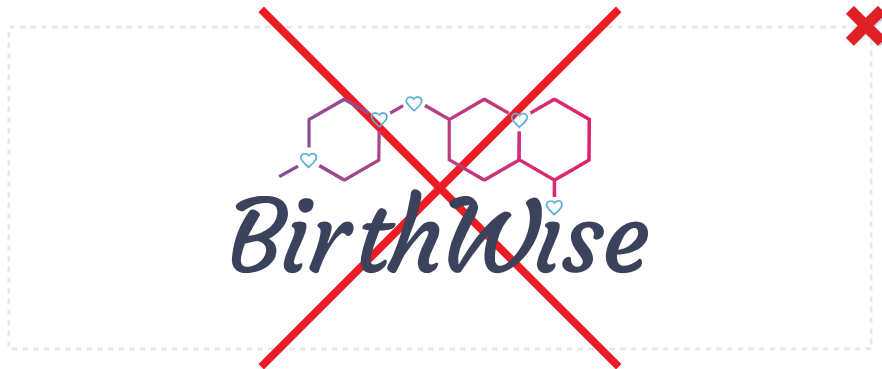


Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.

A consistent layout is essential across all media, and by changing key elements it will introduce confusion into the brand.

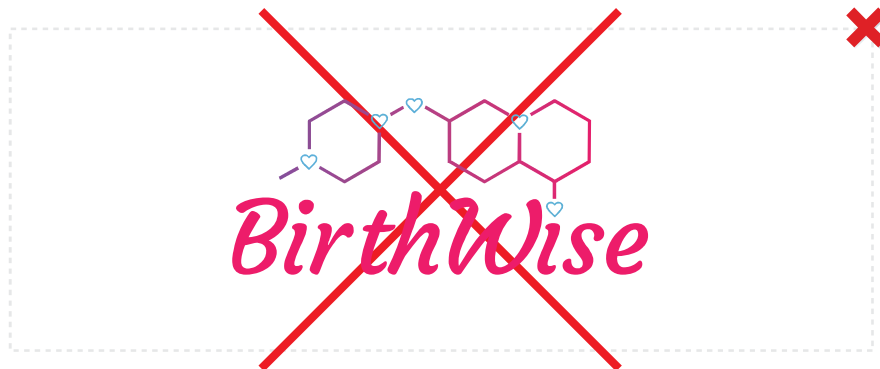




Wrong!

A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.






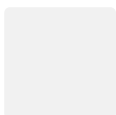

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the brand image.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		HEX	CMYK	RGB
Primary Brand Colour		#FF0068	0 / 99 / 35 / 0	255 / 0 / 104
Primary Brand Colour		#9900FF	65 / 80 / 0 / 0	144 / 0 / 255
Secondary Brand Colour		#007AFF	78 / 53 / 0 / 0	0 / 122 / 255
Accent Brand Colour		#39415B	82 / 73 / 42 / 31	57 / 65 / 91
Text / Content Colour		#777777	0 / 0 / 0 / 53	119 / 119 / 119
Background / Base Colour		#F1F1F1	0 / 0 / 0 / 5	241 / 241 / 241
Background / Base Colour Alt.		#CCCCCC	0 / 0 / 0 / 20	204 / 204 / 204

A decorative graphic element consisting of a rectangular area filled with diagonal lines. The number '40' is overlaid on this area in a large, white, sans-serif font.

Typography

The primary typeface is Courgette with the secondary typeface Merriweather to complement the primary. These have been carefully selected to best represent the brand image, and must be used to retain consistency - especially within the logo.

Replacing fonts with alternatives should not be done under any circumstances.

Primary Typeface

Courgette (Regular) Main logotype text / Content

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&()ı€#¢∞§Ŧ•ªº—_ = + { } [] ; : / \ , . ~*
åſçð'f©·^Δ°¬μ~øπæ®ß†¨√Σ≈¥Ω

Secondary Typeface

Merriweather (Regular) Main body text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()ı€#ç∞§¶•ªº–—_ = + { } [] ; : / \ , . ~
åſçð´ƒ©·^Δ°¬μ~øπœ®ß†¨√Σ≈¥Ω