



GOTHAM

Black (Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold (Subheadings)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Book (Body Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPEFACES

Gotham is the official font to be used for the Platypus brand.

Gotham Black is used for the logo and also to be used for headlines.

For subheadings, Gotham bold is to be used and for body copy, Gotham

Book (9/12pt as a rough guide) is to be used depending on application.



LOGO

The logo above is the official brand logo.



Platypus Teal

C 60
M: 5
Y: 31
K: 0

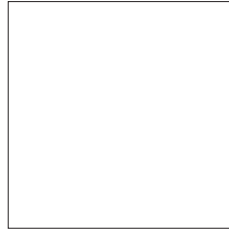
R: 87
G: 182
B: 178



Black

C 0
M: 0
Y: 0
K: 100

R: 35
G: 31
B: 32



White

C 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

COLOURS

Preferred colours for corporate branding are:

- Black 'Platypus' with Teal 'P' on light backgrounds
- White 'Platypus' with Teal 'P' on dark backgrounds

CMYK colours are to be used for most standard print jobs and
RBG colours are to be for used for digital and web uses.

The logo consists of the word "PLATYPUS" in a bold, black, sans-serif font, followed by a teal-colored icon of a stylized 'P' inside a circle.The logo consists of the word "PLATYPUS" in a bold, white, sans-serif font, followed by a teal-colored icon of a stylized 'P' inside a circle.

LOGO IN PRACTICE

The 'P' must always be teal when placed on a background to maintain consistency throughout the Platypus brand. White logo on black background is preferred. If imagery is dark, please use white Platypus type and teal icon to contrast with background colour and maximise the Platypus logo visibility.



X



✓

LOGO IN PRACTICE

Example of logo application on light image.
Use black logo in this instance.



LOGO IN PRACTICE

Example of logo application on dark image.
Use white logo in this instance.



X Do not use other colours



X Do not stretch or distort logo



✓ Do use on black background



X Do not use on teal background



X Do not angle it



✓ Use the 'P' as an icon when appropriate

DO'S & DON'TS

The logo is never to be altered, distorted or manipulated.
The following illustrations are an example of unacceptable and approved applications. Please always use the Platypus logo in its original form.