



CORE BRAND COLOURS



R:0 G:52 B:98 #003462



R:114 G:198 B:167 #72C6A7

WEB SAFE FONTS

**ARCHIVO NARROW:  
BOLD + REGULAR**  
**JOSEFIN SLAB**

LOCATION COLOURS



R:245 G:179 B:53 #F5B335



R:95 G:153 B:175 #5F99AF



R:112 G:44 B:99 #702C63



R:112 G:212 B:75 #70D44B



R:255 G:144 B:21 #FF9015



R:177 G:32 B:40 #B12028

LOGO VARIATIONS

how it looks when colour is not available...



square variation:  
ideal for profile designation, mugs, other restrictions...



horizontal variations:  
ideal for email signatures, printed + social media banners...



BUSINESS CARDS



EMAIL SIGNATURE



LOGO APPLICATION RECOMMENDATIONS

- Logo to be used in full colour using the colour palette/codes provided.
  - An exception would be if using on busy background then black or white versions are acceptable.
  - Do not change the logo fonts, distort, skew, rotate or use on complex backgrounds that make the logo illegible.
  - Your logo should never be printed smaller than 1.5 inches wide and maintain a ¼ inch space around the entire perimeter.
- Please forward any questions or concerns to [hello@paperstudio.com](mailto:hello@paperstudio.com)**