



# LOGO & LOGOTYPE - Key Visual Assets

MARCH 2022 UPDATES

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## Master Logo & Logotype Variation 1

### MASTER LOGO



### MASTER LOGO LOCK UP



### LOGO & LOGOTYPE POSITIVE ONE COLOUR

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### BRAND KEY VISUAL ASSETS

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Our Master Logo and logotype is an important asset to our brand and should serve as a foundation for all visual communications. The master logo lock up consists of Thrive Logo and logotype and colour variation 1. The Master Logo logotype application must always be adhered to have consistent brand communications. It should never be manipulated or distorted.



### LOGO & LOGOTYPE POSITIVE TWO COLOUR Leaf accent



### LOGO & LOGOTYPE POSITIVE BLACK AND WHITE

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## Logotype Variation 2 & tag line

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cmyk : 46.27/0/100/0  
pantone : 375

### TAG LINE

*"Learning for Life"*

### FONT STYLE

Archer Caps and lower case  
medium Italic

### USAGE GUIDELINES

The Brand tag line can be used  
in close relationship to the master Logotype.  
It can sit above or below these key elements.  
See examples in the Brand Guidelines.

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## BRAND KEY VISUAL ASSETS

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### REVERSED OUT OF OPTIONS



LOGOTYPE ONE COLOUR REVERSED



LOGOTYPE REVERSED OUT IN WHITE Accent colour leaf

## Brand Colours

## BRAND KEY VISUAL ASSETS

The primary colour palette must remain constant throughout all communications. A colour hierarchy has been implemented 1, 2, 3 used most predominately, whereas the accent palette 5 & 6 are able to be used to build variation in design value as required. The Master Gradient blend (colour code 40 is a key feature in Marketing Collateral (print and digital)

## PRIMARY COLOUR PALETTE



cmyk : 46.27/0/100/0  
 pantone : 375



cmyk : 100/0/56/40  
pantone : 347



cmyk : 41/0/39/0  
pantone : 7478

## MASTER GRADIENT BLEND



## ACCENT COLOUR PALETTE



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# Primary Font family

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Aa

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## BRAND KEY VISUAL ASSETS

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### ABOUT MONTSERRAT

Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011. It was inspired by posters, signs and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighborhood of Buenos Aires.

<https://fonts.google.com/specimen/Montserrat#standard-styles>

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## MONTSERRAT

- Regular
- **Semibold**
- **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
012345678910!@#\$%&

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Montserrat Regular is displayed here in full.