



brandbook

Logo

Primary



Secondary



Logo

Exclusion zone



Minimum size

print



digital



Typography

Akzidenz Grotesk

Light

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?.,;:@£%*()

Roman

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?.,;:@£%*()

Bold

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?.,;:@£%*()

Black

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?.,;:@£%*()

Verdana (digital body copy)

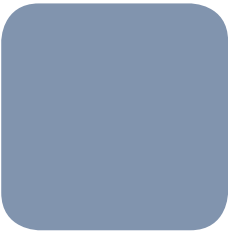
Regular

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?.,;:@£%*()

Colours

Primary palette



CMYK 30c 15m 0y 30k
RGB 130r 150g 175b
HEX 8296AF



CMYK 50c 15m 0y 70k
RGB 45r 80g 105b
HEX 2D5069

Secondary accent palette



CMYK 50c 0m 0y 30k
RGB 80r 155g 190b
HEX 509BBE



CMYK 50c 0m 30y 30k
RGB 90r 155g 145 b
HEX 5A9B91



CMYK 30c 45m 0y 40k
RGB 120r 100g 135b
HEX 786487

Graphics

Iconography examples



Detail



Accuracy



Collaboration



Info



Time



Direction



Cost



Q&A



Approval

These are some examples of the icon style applicable to the areas provided within the service.
These can be used as icon symbols or graphic furniture across marketing materials print & digital.

Graphics

Iconography background examples



Arum qui rem

Arum qui rem ne que volorum lam nis es aciis ipsam eost inient il ilcaes que lam qui in rae ped mil modi aut exerspid quosant fuga. Sandit aut perum que pre planti inumqua epratis vero quiscimil molupta vitam quae saeperi audae perovidem et alitas namet facipis arum faccus quibusandant repreri ssuntia deliqui nonem aceatibus es et qui ut harcium ratempo riaspeditio. Ihit illaccat arum accum alit qui di num escit aliquiasse culloria voluptatur repel mil in essit mi, con cum eium, consedi ciiscia dem sam que post est, venet velibus ma eatem lab id qui occum nest que venihil lendent archill estrum faceatiorrum que aut omnimincto corepedi odi alit qui acepudae nos as denimus aut que nest, audi bero molorae

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Graphics

Iconography colour examples



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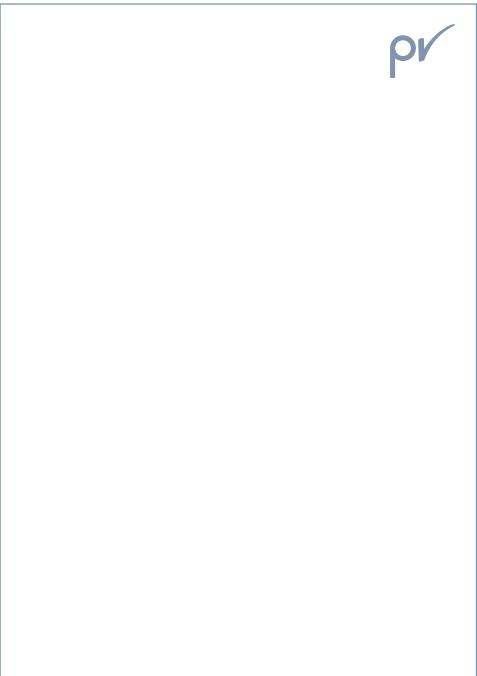
Examples

Stationery

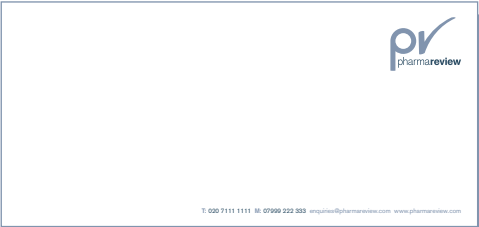
Letterhead



Continuation sheet



Compliment slip




Business cards



Examples

Web style



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