

PRIMARY LOGO

α L P H A **Ω** M E G A
HEALTH  WELLBEING  FITNESS

ALTERNATE LOGO

αΩ
HEALTH

COLOUR PALETTE

LOGO TO ALWAYS BE PLACED ON 100% BLACK BACKGROUND

BLUE

C79 M21 Y29 B0
R16 G156 B173
#049BAD
PMS 7711C

White

C0 M0 Y0 B0
R255 G255 B255
#FFFFFF

GREY

C5 M0 Y0 B08
R235 G235 B236
#EAEBEC
PMS 7541C

α



Ω



L P H A M E G A

HEALTH WELLBEING FITNESS

BRAND TYPOGRAPHY

L P H A M E G A

ORATOR STD - MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

HEALTH WELLBEING FITNESS

Microsoft Yi Baiti - Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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