

DESIGN MANUAL

LOGO TYPE

KIDBROOKE

A D V I S O R Y

LOGOTYPE
NEGATIVE

KIDBROOKE
ADVISORY

LOGOTYPE
SMALLEST SIZE

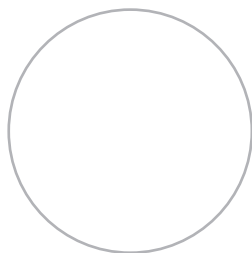


15 MM



COLOUR

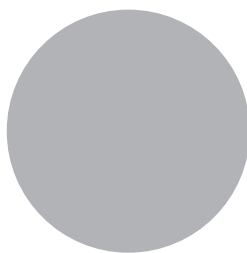
PRIMARY COLOURS



WHITE

CMYK: 00 - 00 - 00 - 00

RGB: 255 - 255 - 255

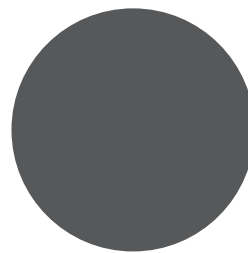


LIGHT GREY

CMYK: 00 - 00 - 00 - 35

RGB: 188 - 188 - 188

PMS: COOL GREY 6 C

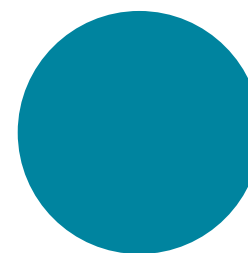


DARK GREY

CMYK: 00 - 00 - 00 - 80

RGB: 87 - 87 - 86

PMS: COOL GREY 11 C



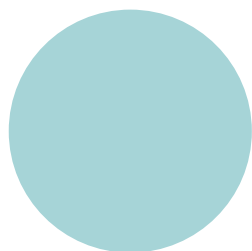
BLUE

CMYK: 100 - 33 - 33 - 00

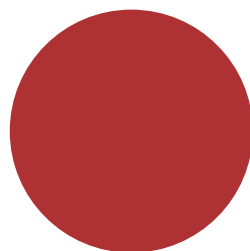
RGB: 00 - 123 - 154

PMS: 7707 C

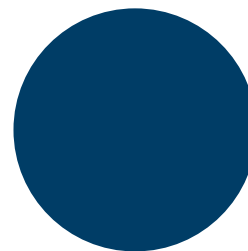
SECONDARY COLOURS



LIGHT BLUE
CMYK: 30 - 00 - 12 - 5
RGB: 184 - 218 - 221
PMS: 317 C



RED
CMYK: 15 - 90 - 80 - 20
RGB: 177 - 48 - 43
PMS: 7621 C



DARK BLUE
CMYK: 100 - 60 - 15 - 45
RGB: 00 - 61 - 102
PMS: 654 C



SOFT GREY
CMYK: 00 - 00 - 00 - 10
RGB: 237 - 237 - 237
PMS: Cool Grey 2C

TYPEFACES

ITC CASLON 224 MEDIUM CAPS
HEADLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890\$%&*!/?/;.”()[]{}
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NEUTRAFACE 2 TEXT LIGHT CAPS
SUBHEADER

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890\$%&*!/?/;.”()[]{}
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ITC Caslon 224 Book
Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890@#\$%&*!/?/;.”()[]{}
.....

ITC Caslon 224
Medium
Caps
Blue

Neutraface 2 text
Light
Caps
Dark grey

ITC Caslon 224
Book
Normal
Black

IGNISIVE ADITELAB INIMFALA

ESCITI NOST VEREM RE

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QUIA SI BLABOREM HITIA DOLORIS

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GEORGIA REGULAR CAPS
HEADLINE

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abcdefghijklmnopqrstuvwxyzåäö
1234567890\$%&*!/?/;.”()[]{}
.....

Georgia Regular
Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890@#\$%&*!/?/;.”()[]{}
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Verdana Regular
Small body text

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890@#\$%&*!/?/;.”()[]{}
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