



B R A N D G U I D E L I N E S
2 0 1 7

LOGO

Embodying the brand

Primary Horizontal & Vertical Logos



Logo & Backgrounds



Logo Without Tagline



COLOURS

Defining a brand's character



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Primary Colours

PRIMARY COLOUR 1

C: 50	R: 141
M: 0	G: 198
Y: 100	B: 63
K: 0	#8DC63F

PRIMARY COLOUR 2

C: 65	R: 83
M: 57	G: 85
Y: 54	B: 86
K: 31	#535556

Complementary Colours

COMPLEMENTARY COLOUR 1

C: 15	R: 213
M: 8	G: 220
Y: 8	B: 224
K: 0	#D5DCE0

COMPLEMENTARY COLOUR 2

C: 66	R: 100
M: 23	G: 147
Y: 100	B: 45
K: 6	#64932D

COMPLEMENTARY COLOUR 3

C: 19	R: 216
M: 0	G: 225
Y: 92	B: 58
K: 0	#D8E13A

COMPLEMENTARY COLOUR 4

C: 70	R: 68
M: 29	G: 151
Y: 0	B: 210
K: 0	#4497D2

COMPLEMENTARY COLOUR 5

C: 100	R: 30
M: 86	G: 61
Y: 26	B: 116
K: 13	#1E3D74

COMPLEMENTARY COLOUR 6

C: 0	R: 243
M: 72	G: 107
Y: 100	B: 33
K: 0	#F36B21

Gradients



TYPOGRAPHY

Determining the first impression



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Lato regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, «» „“:;?!@#\$%&*()

For regular text

Lato black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, «» „“:;?!@#\$%&*()

For headings

Lato *italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890, «» „“:;?!@#\$%&*()

For quotes

THANKS

for watching



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