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# BRANDING GUIDELINES

<p>Key RGB Colours</p> <p>Pink – #FF0066</p> <p>Blue - #0099FF</p> <p>Black – #000000</p> <p>Yellow - #FFCC00</p> <p>Green - #33CC00</p>	<p>Printing CMYK Colours</p> <p>Pink – Pantone 191C</p> <p>Blue – Pantone 2995C</p> <p>Black – Pantone Black C</p> <p>Yellow – Pantone 803C</p> <p>Green – Pantone 360C</p>
<p>Key Themes</p> <p>Black background. Block designs.</p> <p>Adjacent colours work best, i.e.</p> <ul style="list-style-type: none"><li>- Pink and yellow</li><li>- Yellow and blue</li><li>- Blue and green</li><li>- Green and pink</li></ul>	<p>Key Fonts</p> <ul style="list-style-type: none"><li>- Text - Impact</li></ul>

Maverix Logos

<http://www.flickr.com/photos/maverixsnow/sets/72157625077710326/>

Maverix Marketing Material Examples

<http://www.flickr.com/photos/maverixsnow/sets/72157631759439340/>

**2<sup>nd</sup> October, 2010 – info@maverix.org www.maverix.org**