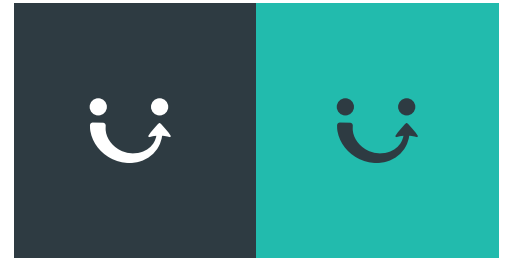


Our brand assets

1.0 PRIMARY Logo



1.1 SINGLE COLOUR/MONO



1.2 LINEAR



2.0 OUR COLOUR PALETTE

Marine is our standard secondary colour and can be used to indicate some kind of action like 'go' or 'submit', use Gold to denote drawing attention / alerts.

Red	Marine	Gold	Slate	Powder	Blush	Coast
PMS 185 CMYK 05/90/60/00 RGB 224/53/77 WEB #E0354D	PMS 3262 CMYK 72/00/40/00 RGB 41/180/170 WEB #29B4AA	PMS 143 CMYK 00/30/100/00 RGB 251/186/00 WEB #FBBA00	PMS 432 CMYK 20/00/00/90 RGB 48/56/59 WEB #30383B	CMYK 05/03/10/00 RGB 245/244/234 WEB #F5F4EA	CMYK 00/40/00/10 RGB 227/168/196 WEB #E3A8C4	CMYK 70/20/10/00 RGB 66/162/206 WEB #42A2CE
CMYK 32/100/11/41 RGB 216/10/82 WEB #7E0A52	CMYK 97/09/36/34 RGB 00/113/124 WEB #00757D	CMYK 00/50/100/00 RGB 247/146/30 WEB #F7941E	CMYK 70/00/84/00 RGB 78/176/83 WEB #4EB053	CMYK 00/00/10/30 RGB 198/198/186 WEB #C6C5BA	CMYK 45/70/00/00 RGB 158/97/164 WEB #9E61A4	CMYK 89/14/00/56 RGB 35/147/172 WEB #00587B

3.0 OUR FONTS

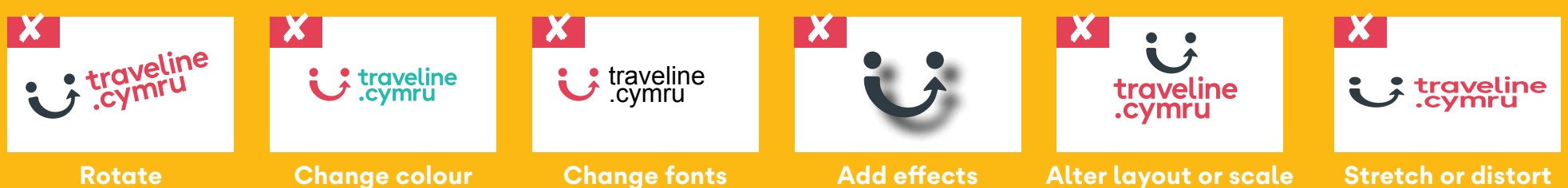
abcdefghijklmnopqr
 ABCDEFGHIJ
 1234567890

Headline & body copy – **Gordita**
 AVAILABLE FROM THEDESIGNERSFOUNDRY.COM

abcdefghijklmnopq
 ABCDEFGHIJKLMNO
 1234567890/&!?*('

Sub headings – **Verviene**
 AVAILABLE ON TYPEKIT OR FROM DALTON MAAG

4.0 PLEASE DON'TS...



Rotate

Change colour

Change fonts

Add effects

Alter layout or scale

Stretch or distort