

# Brand Guideline Sheet

## Primary Logo



Usage:

This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

## Secondary Logo



BNT COMMUNITY

Usage:

For when the primary logo doesn't fit in the required space. Used on websites, printed materials and larger elements.

## Submark



Usage:

Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

## Colour Palette

### CMYK:

They are the colours used in printed materials.

### RGB:

This is used on-screen and for web design.

### HEX Code:

This colour code is used on-screen and for web design.

### Glorious Gold

Primary Colour

CMYK C: 14 M: 36 Y: 100 K: 0  
RGB R: 222 G: 164 B: 0  
HEX #DEA400

### Lovely Lilac

Primary Colour

CMYK C: 22 M: 28 Y: 1 K: 0  
RGB R: 196 G: 180 B: 214  
HEX #C4B4D6

## Primary Font

MONTSERRAT SEMI BOLD

Usage:

The primary font is your default typeface & should be used within headers & titles.

