

# 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



**Usage:**

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

## Logomark



**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.

### Sole Grey

Primary Colour

CMYK C: 0 M: 0 Y: 0 K: 0  
RGB R: 0 G: 0 B: 0  
HEX #

### Sky Blue

Primary Colour

CMYK C: 0 M: 0 Y: 0 K: 0  
RGB R: 0 G: 0 B: 0  
HEX #

### White Socks

Secondary Colour

CMYK C: 0 M: 0 Y: 0 K: 0  
RGB R: 0 G: 0 B: 0  
HEX #

### Bubblegum Pink

Secondary Colour

CMYK C: 0 M: 0 Y: 0 K: 0  
RGB R: 0 G: 0 B: 0  
HEX #

### Light Blue

Secondary Colour

CMYK C: 0 M: 0 Y: 0 K: 0  
RGB R: 0 G: 0 B: 0  
HEX #

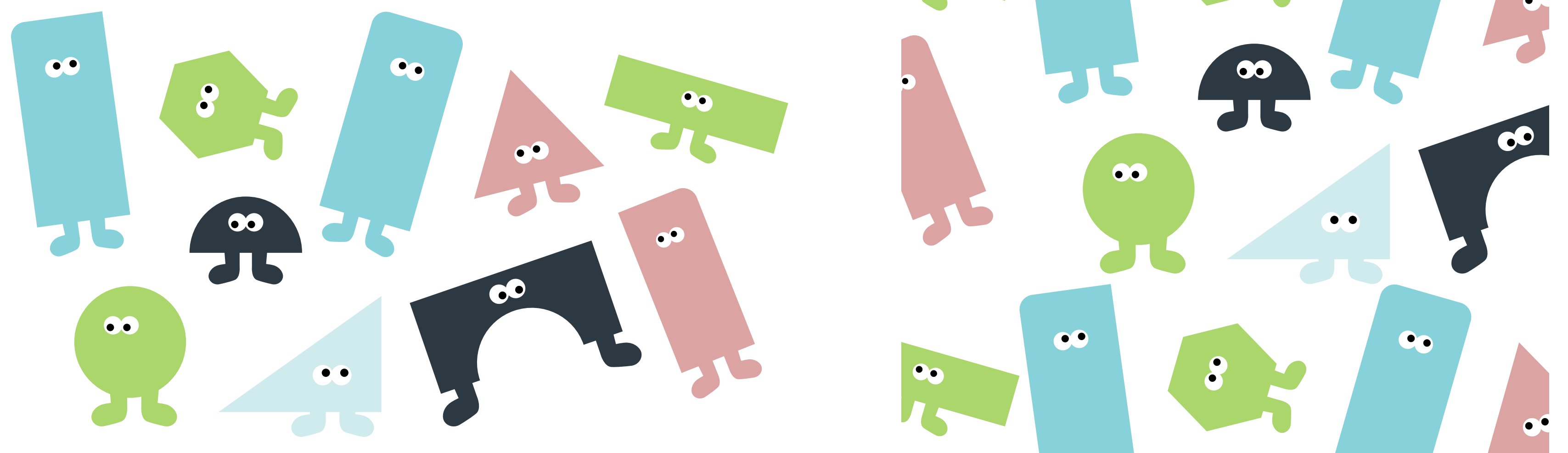
### Grass Green

Secondary Colour

CMYK C: 0 M: 0 Y: 0 K: 0  
RGB R: 0 G: 0 B: 0  
HEX #

## Brand Assets

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.



## Primary Font

# Abside

**Usage:**

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

## Secondary Font

# GOTHAM MEDIUM PRO

**Usage:**

The secondary font compliments your primary font. This will be used on subheadings.

## Complementary Font

# Gotham Book

**Usage:**

This compliments the primary & secondary font. This should be used within body copy.

