

# BRAND GUIDELINE SHEET

## PRIMARY LOGO

**MONDAY · BRUNCH**  
SOCIAL CLUB

USAGE:

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

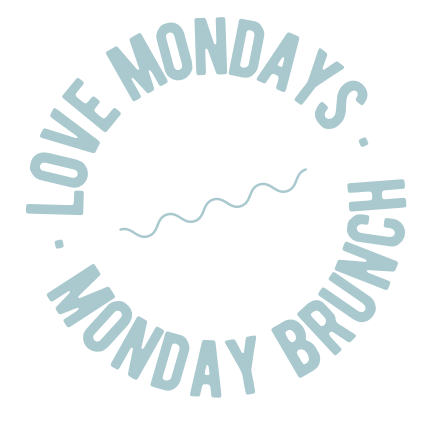
## SECONDARY LOGO

**MONDAY  
BRUNCH**  
SOCIAL CLUB

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.

**URBAN GREY**  
Primary Colour

CMYK C: 96 M: 65 Y: 54 K: 49  
RGB R: 0 G: 55 B: 67  
HEX #003743

**DUSKY BLUE**  
Primary Colour

CMYK C: 61 M: 0 Y: 20 K: 0  
RGB R: 66 G: 206 B: 24  
HEX #42CED6

**SKY BLUE**  
Secondary Colour

CMYK C: 2 M: 25 Y: 100 K: 0  
RGB R: 251 G: 193 B: 0  
HEX #FBC100

**BLUSH PINK**  
Secondary Colour

CMYK C: 2 M: 25 Y: 100 K: 0  
RGB R: 251 G: 193 B: 0  
HEX #FBC100

**AQUA BLUE**  
Secondary Colour

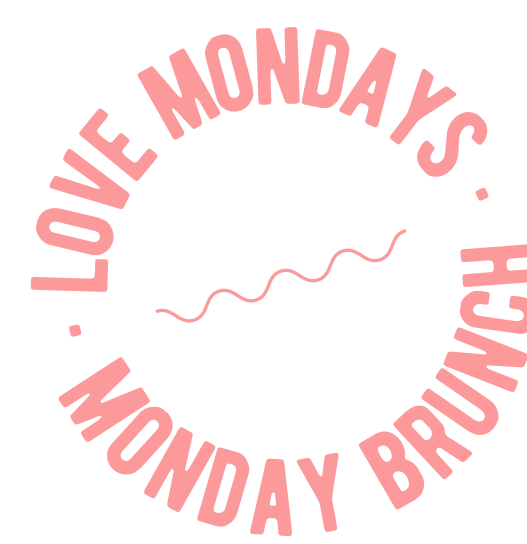
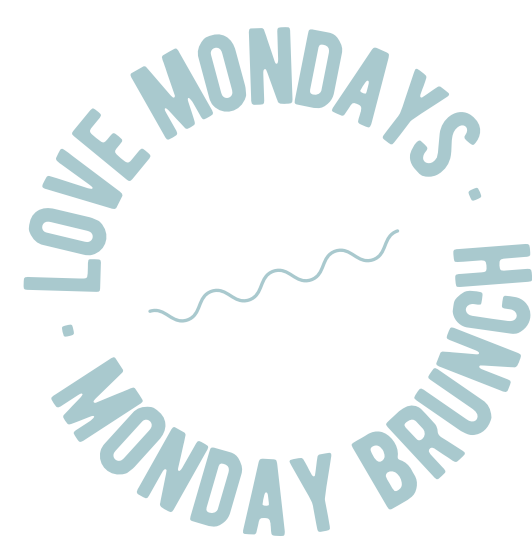
CMYK C: 32 M: 4 Y: 80 K: 0  
RGB R: 184 G: 207 B: 94  
HEX #B8CF5E

**PEONY PINK**  
Secondary Colour

CMYK C: 32 M: 4 Y: 80 K: 0  
RGB R: 184 G: 207 B: 94  
HEX #B8CF5E

## 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

**BERNIER REGULAR**

USAGE:

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

## SECONDARY FONT

MONTERRAT MEDIUM

USAGE:

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

## COMPLEMENTARY FONT

Montserrat Regular

USAGE:

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

