

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 #

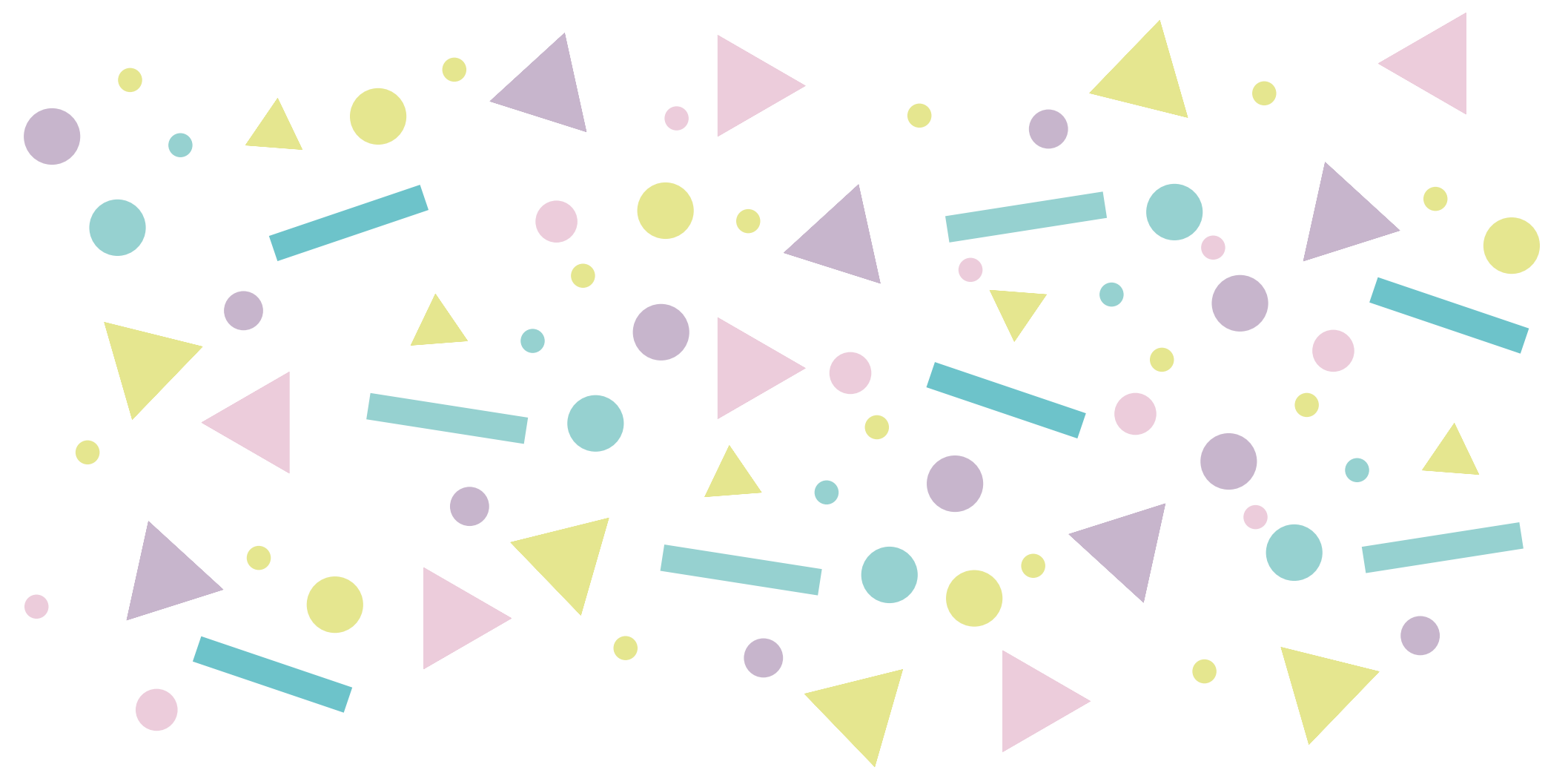
LIGHT BLUE

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

GEOMETOS

USAGE:

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

SECONDARY FONT

MONTSERATT 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.

