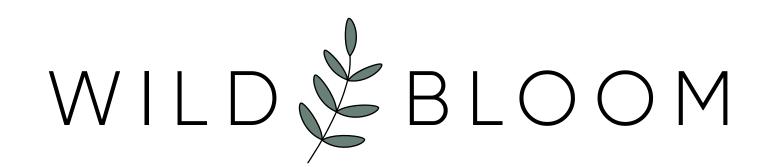
Brand Guideline Sheet

Primary Logo





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

Secondary Logo



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

Logomark



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.

Moss Green

Primary Colour

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

#003743

HEX

Petal White

Primary Colour

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

#42CED6

HEX

Buttercup Yellow

Secondary Colour

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

Blush Pink

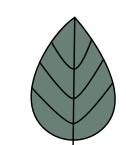
Secondary Colour

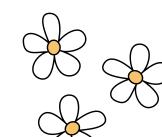
C: 32 M: 4 Y: 80 K: 0 CMYK R: 184 G: 207 B: 94 RGB #B8CF5E HEX

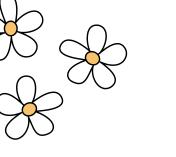
Brand Assets

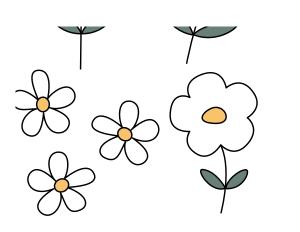
Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.

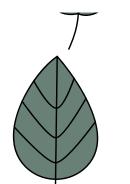


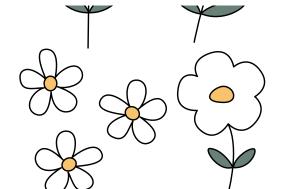






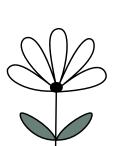


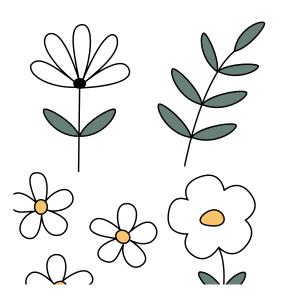


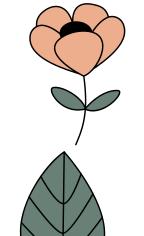


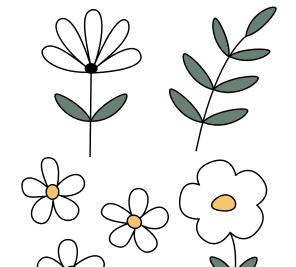












Primary Font

GILROY LIGHT



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

Secondary Font

MONTSERRAT MEDIUM



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

Complementary Font

Gilroy Light



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

