



Brand Guidelines

Logos

Full colour

The full colour logo is our main logo and is used on white backgrounds and alongside our imagery.



Black outline

This logo is used on any of our brand colours and white backgrounds where the full colour logo would not be appropriate.



Colour whiteout

This logo is to be used on dark imagery and black/dark grey backgrounds only.



White outline

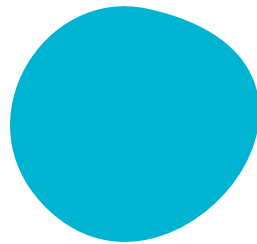
This logo is to be used on black/dark grey backgrounds where the colour whiteout logo would not be appropriate.



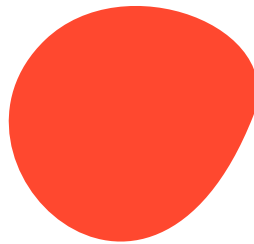
Colour palette

The four colours shown are our main brand colours, they make up our logo and can be used as background and accent colours.

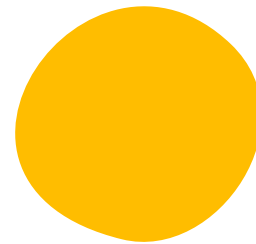
Please use them in accordance to the usage guidelines.



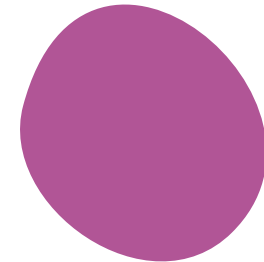
RGB 0 180 209
CMYK 73 2 17 0
Hex #00B4D1



RGB 255 71 46
CMYK 0 78 82 0
Hex #FF472E



RGB 255 189 0
CMYK 0 29 93 0
Hex #FFBD00



RGB 176 84 150
CMYK 35 77 5 0
Hex #B05496



RGB 35 35 35
CMYK 73 64 59 76
Hex #242424



Typefaces and usage

Our headline font is Museo Sans in weight 700. This should be used for titles, covers and headlines on both internal and external collateral.

Headline font

Museo Sans 700

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Our body font is Museo Sans, in weight 300. This should be used for all body copy on both internal and external collateral. In the event when a word or phrase needs to be highlighted within the body copy, Museo Sans 500 weight can be used.

Body font

Museo Sans 300

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Clear space and minimum size



As illustrated, the clear spacing of the logo is equal to the height of the copy in the logo.

Please keep this area clear of type and other graphics.



The minimum size of the logo in printed collateral is 45mm wide.



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Do not rearrange the
elements of the logo



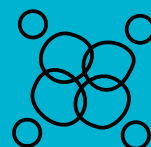
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Do not distort
the logo



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Do not add any
effects to the logo



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Always check the correct logo is being used on the
correct backgrounds.

Always check the correct font colour is being used on the correct backgrounds.

