



BRAND GUIDELINES

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INTRO

The purpose of this guide is to explain the use of the brand style and to reinforce consistent application of the visual elements in all communications.

This includes digital publishing, printing, advertising and all other marketing materials both online and offline.

IDENTITY

Logo

Your corporate identity is the face and personality presented to the global community. Your logo is the most visible element of your identity. It is a bold, simple but superior graphic statement.

The following pages cover the correct usage to ensure the logo always looks and placed at its' best.



IDENTITY

Main Logo Elements

The logo is made up of two elements: **the logo-mark and logo-type.**



IDENTITY

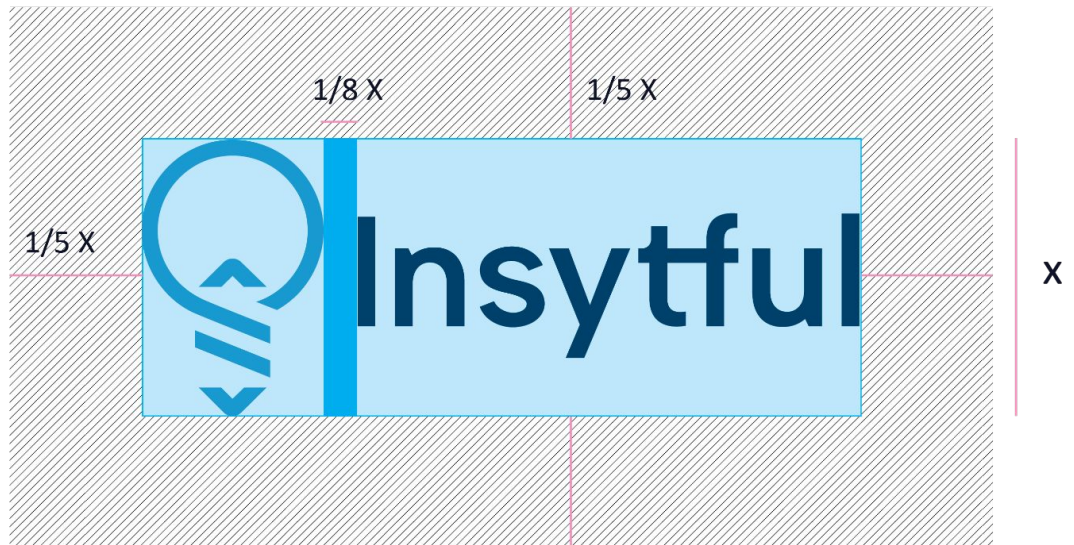
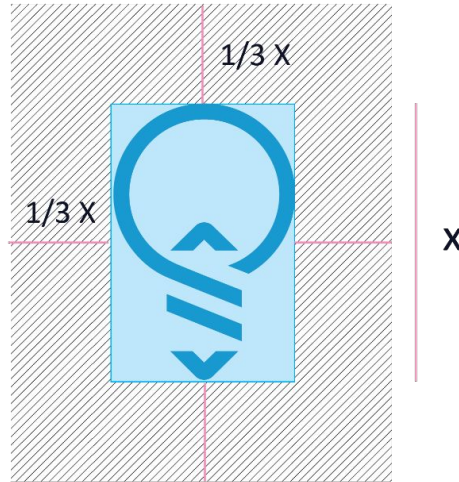
Mian Logo Placement

Even the logo needs a little personal space.

Grey striped area indicates Clear Space. The Clear Space must be kept free of all other elements.

The minimum required Clear Space is shown in the diagrams.

Safe Zone is beyond the Grey striped area. Other elements can be safely positioned in the Safe Zone.



IDENTITY

Brand Colours

Brand colours are Light Blue, Dark Blue, Grey and Black



Light Blue

CMYK:
77 24 3 0

RGB:
4 154 208

HEX:
#049AD0



Dark Blue

CMYK:
100 35 0 60

RGB:
0 65 107

HEX:
#00416B



Grey

CMYK:
63 45 36 7

RGB:
1106 122 136

HEX:
#6A7A88



Black

CMYK:
0 0 0 100

RGB:
35 31 32

HEX:
#231f20

IDENTITY

Monotones

Apart from the brand colours
logo can be used in one colour
Black or White when/if needed.



IDENTITY

Logo-mark

Logo-mark can stand alone as a separate icon for the company/products and the uses such as favicon, loader.gif, watermark, etc.



TYPOGRAPHY

Logo Typeface:

A custom type.

Insytful

TYPOGRAPHY

Print/Digital Typeface:

Karla

Karla is a grotesque sans serif family designed by **Jonny Pinhorn**.

Can be downloaded for free at Google Fonts,
<https://fonts.google.com/specimen/Karla/>

Aa

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PQRSTUVWXYZ

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