

STYLE GUIDE

LOGO USE - FULL LOGO



PRIMARY LOGO - BLACK

- Use on solid yellow background where possible
- Use over light photos



MONO LOGO - WHITE

- Use on black or dark backgrounds
- Use over dark photos



FULL COLOUR LOGO

- Limited use, mostly for events and printed materials
- Use on white backgrounds only

LOGO USE - STACKED LOGO



MONO LOGO - BLACK

- To be used when Primary logo is not suitable, i.e. website favicon, social media and icons



FULL COLOUR LOGO

- Limited use and under the same conditions as the stacked black version, when the background is white



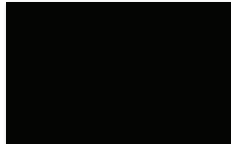
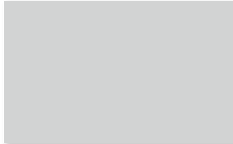
MONO LOGO - WHITE

- Limited use and under the same conditions as the stacked black version, when the background is dark

TYPOGRAPHY

LEVEL	FONTS USED	WHEN TO USE
<H1> HEADER	Inter - Bold uppercase	Only use one <H1> header per page. Left justified. Not for use in Word documents.
<H2> SUBHEADER	Inter - Bold uppercase	Use any of the 4 variants for<H2> subheadings. For Word documents, only use the <H2> subheaders without the coloured box.
<H2> SUBHEADER		
<H2> SUBHEADER	Inter - Bold uppercase	Yellow headers on white backgrounds must use the darker yellow brand colour.
<H2> SUBHEADER		
<H3> Subheader	Inter - Bold	This is the lowest header category.
Body text	Inter - Regular	Body text.

COLOURS

	CMYK: 40, 40, 60, 100 RGB: 0, 0, 0 Pantone: Black C HEX(#): 000000 RAL: RAL9005		CMYK: 0, 0, 0, 20 RGB: 209, 211, 212 Pantone: 420C HEX(#): d1d3d4 RAL: RAL7047
	CMYK: 0, 21, 100, 0 RGB: 253, 199, 14 Pantone: 7548C HEX(#): fdc706 RAL: RAL1023		CMYK: 12, 33, 100, 0 RGB: 226, 171, 37 Pantone: 110C HEX(#): e3aa00 RAL: RAL1012

BACKGROUND

The watermark brand pattern has been devised to add depth and energy into all branded collateral.
On occasion, a black background can be used.

The watermark pattern is usually used over the yellow background with either:

- 100% full page coverage
- Faded, gradient feather

