

The Logo

 Pantone: Cool Grey 9
c56 m47 y43 k10
R117 G119 B123
web#75777b

 Pantone: 348
c89 m5 y100 k26
R0 G131 B61
web#00833d

The logostyle has a protected area on all sides of X = the height of the namestyle, all other matter must be kept away from the namestyle at a minimum of X.



Logo colour variants

These are the accepted logo variations. If there is any doubt about the correct use in any given application, please contact the comms team for clarification.



Corporate - main use on brochures, posters, mailers, website, advertisements, marketing collateral material



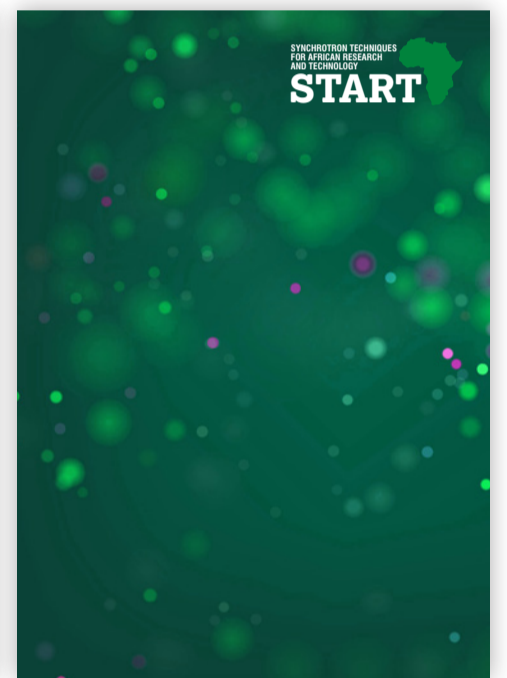
Black - main use on any application where the corporate colour logo is not an option



Logo usage



The full colour logo may be used when the background tone provides a good contrast.



Where the background is darker or doesn't provide a good contrast, the namestyle may be used in white.

The Fonts

The primary corporate font is Barlow Condensed (available from Google Fonts). Use for body copy and sub-headers.

Barlow Condensed

Barlow Condensed Italic

Barlow Condensed Bold

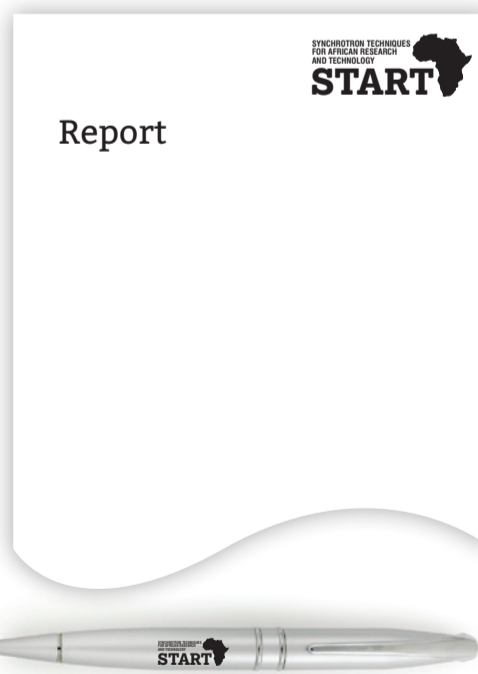
Barlow Condensed Bold Italic

The secondary heading font is Bitter (available from Google Fonts). Use for headings.

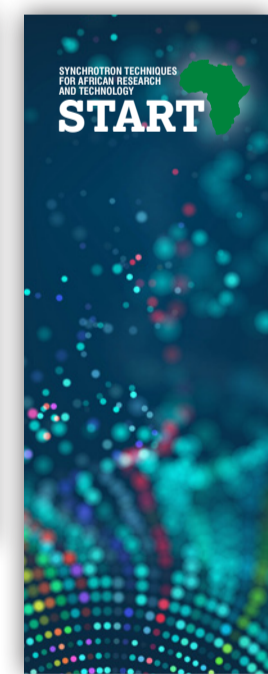
Bitter Regular

Bitter Regular Italic

Bitter Regular bold



The black solid variant may be used on mono-printed material or as an alternative to the white solid where the contrast to the background is more favourable.



Pull-up banner stand example



Web banner layout