The Logo

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

Report

Pull-up banner stand example

Web banner layout