



STYLE GUIDE



OFFICIAL LOGO

Only these versions of the company logo can be used.



FULL COLOUR



GRAYSCALE



ONE COLOUR BLACK



ONE SPOT COLOUR



ONE COLOUR REVERSE

ALWAYS ENSURE

- ▶ If the logo needs to be displayed on a **light background**, use the one spot colour purple logo
- ▶ If the logo needs to be displayed on a **dark background**, use the one spot colour green logo
- ▶ If the logo needs to be displayed on a **picture or detailed background**, use the one colour reverse logo in either white or black, whichever displays the logo best



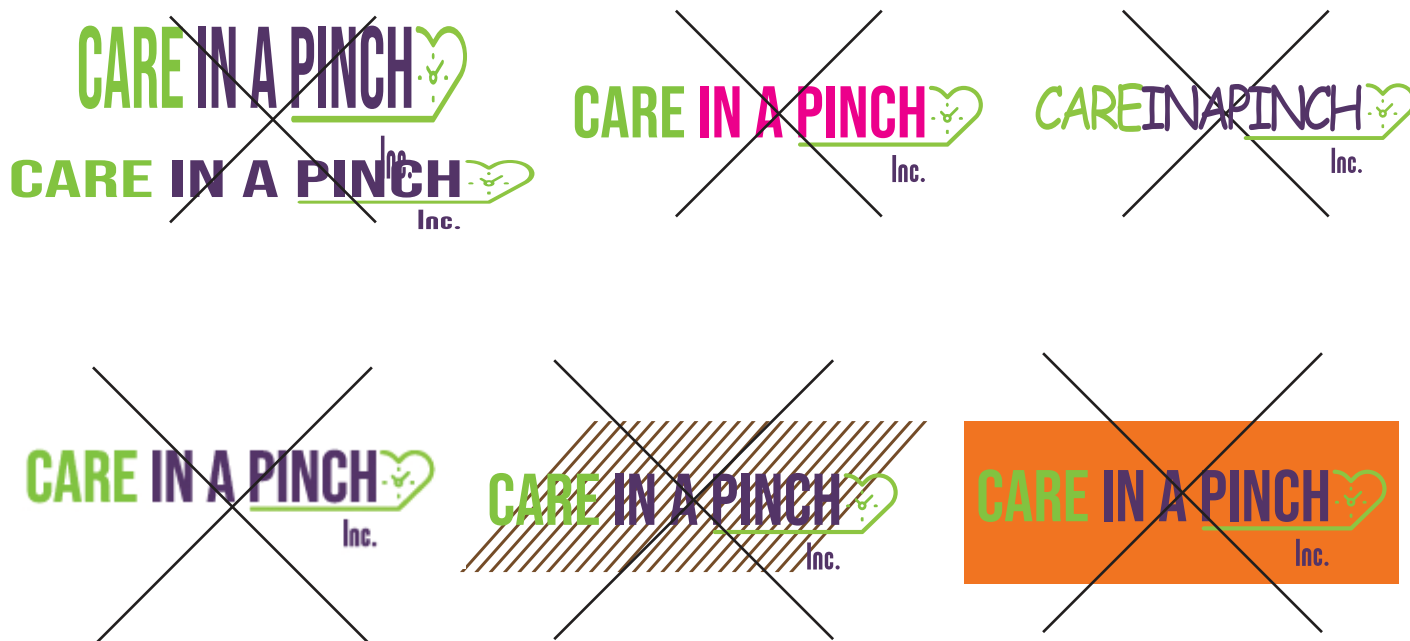
LOGO

RULES FOR USING THE LOGO

A logo is the most important element of a brand because it is the face of your company. When a logo is seen, it should evoke a positive emotion and association with you and your product so when its used it should be displayed consistently and professionally. Always ensure the quality of the logo is maintained by using the best format for the media being used.

DO NOT:

- ▶ Squash or stretch the logo
- ▶ Change the colour or fonts of the logo
- ▶ Place to logo on an unflattering background
- ▶ Use low resolution copies of the logo



WHEN USING THE LOGO



ALWAYS ENSURE

- ▶ There is adequate space around the logo
- ▶ When displayed with other logos, the logo is of equal size or proportion



COLOURS

OFFICIAL COLOURS



PANTONE 368 CP

CMYK 54, 0, 100, 60
RGB 120, 190, 33
HSV 92, 100, 100
LAB 90, -70, 85
HEX #78BE21



PANTONE 2372 CP

CMYK 66, 86, 0, 43
RGB 50, 21, 146
HSV 254, 86, 57
LAB 21, 47, -62
HEX #4a2666



FONTS

LOGO TYPEFACE

Dick Jensen (USA) designed Serpentine, a contemporary-looking display font, for the Visual Graphics Corporation in 1972. With the rise of digital typesetting and desktop publishing, this typeface quickly became both popular and ubiquitous. This dynamic, wide, boxy design is identifiable via tiny triangular swellings at the stroke endings - what might be called semi-serifs. Serpentine is available in six different font styles: Light, Light Oblique, Medium, Medium Oblique, Bold, and Bold Oblique.

BEBAS NEUE - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

HEADINGS TYPEFACE

HELVETICA - BOLD

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

SUB-HEADINGS TYPEFACE

HELVETICA - BOLD

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY TEXT TYPEFACE

HELVETICA - REGULAR

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

