$BLOCK

BRAND GUIDELINES

PRIMARY LOGO
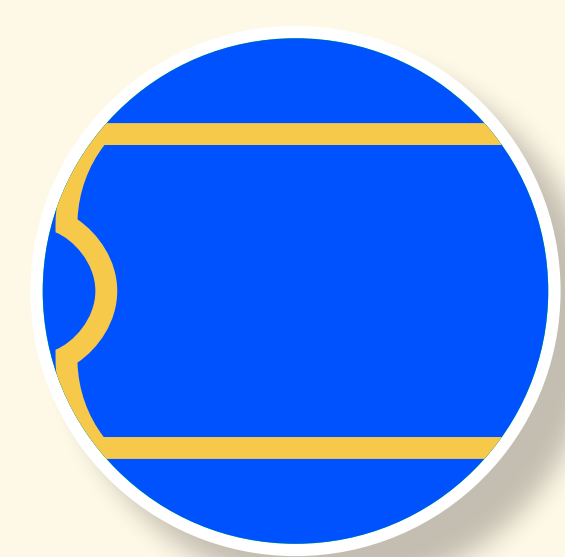
SECONDARY LOGO

LOGOTYPE

LOGO MARK

COLOUR PALETTE

$BLOCK BASE BLUE
Primary Colour

CMYK: C:91 M:60 Y:0 K:0
RGB R:0 G:82 B:255
HEX # 0052FF

| Tints | 80% | 60% | 40% | 20% |

$BLOCK YELLOW
Primary Colour

CMYK: C:4 M:21 Y:78 K:0
RGB R: 247 G: 201 B: 74
HEX # F7C94A

| Tints | 80% | 60% | 40% | 20% |

PRIMARY FONT

MR HEADLINES

USAGE: The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONT

HELVETICA NEUE CONDENSED BLACK

USAGE: The secondary font compliments your primary font. This will be used on subheadings.

COMPLEMENTARY FONT

ITC Franklin Gothic Book Condensed

USAGE: This compliments the primary and secondary font. This should be used within body copy.

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