

\$BLOCK

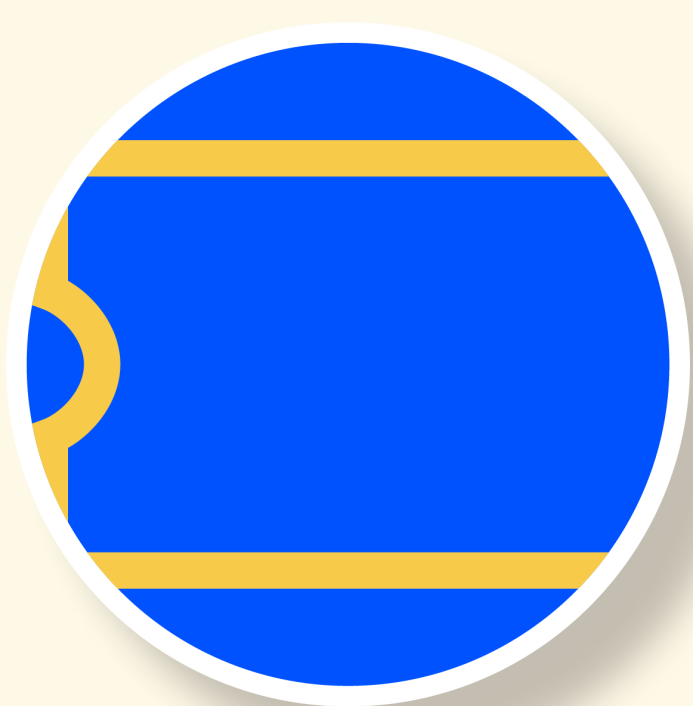
BRAND GUIDELINES

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.

