

Consentua

C H O I C E & C O N T R O L

Consentua Branding Guidelines - ver 1.1

Consentua is a consent management tool that helps organisations to achieve data protection compliance, and gives individuals choice and control over how their personal data is used.

The Consentua Logo is to be used as the overarching company logo.





2.1 Consentua Master Logo Exclusion Zone



3.0 Consentua Master Logo Minimum size

A minimum size has been established to safeguard the legibility, quality and reproduction of the Consentua logos.

Minimum size for the logo is 37mm across by 10mm in height.



3.1 Consentua Master Logo Reversed Minimum size

Minimum size for the logo when using a reversed version is 25mm across by 10mm in height and should appear no smaller than this size.



4.0 Consentua Master Device

The Consentua device has been designed for three uses:

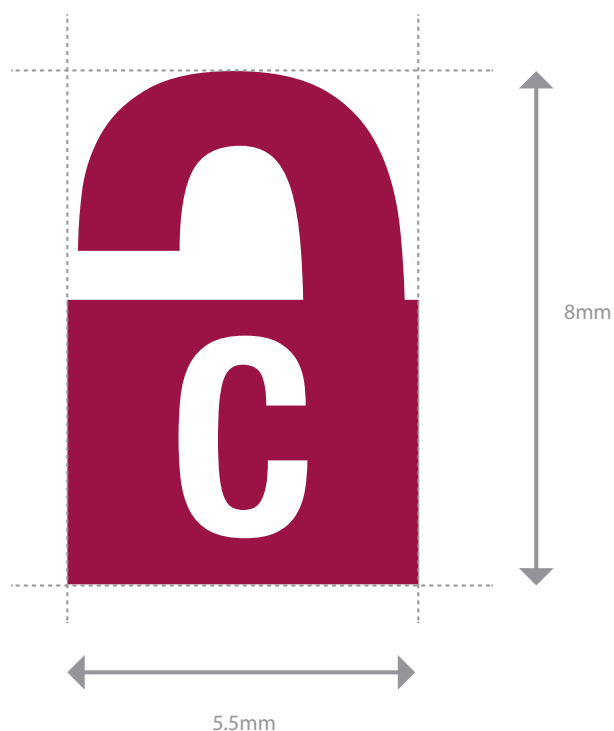
1. To be used as the brand mark on products.
2. To be used as a sub-brand service marking device.
3. To be used as a graphic device on any material as a watermark - as 10% opacity.



4.0 Consentua Master Device

Minimum size for the device is 8mm across by 5.5mm in height

Scale





Consentua Ruby

CMYK: 20c 100m 46y 40k

Pantone: 1585 C

RGB: 159r 19g 64b

HEX: #9F133F



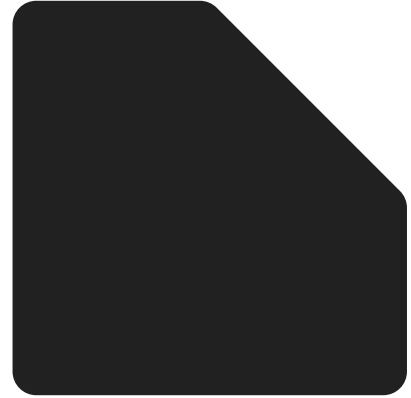
Consentua Grey

CMYK: 60c 50m 46y 40k

Pantone: 425 C

RGB: 89r 88g 91b

HEX: #58585B



Consentua Black

CMYK: 0c 0m 0y 0.871k

Pantone: Neutral Black C

RGB: 33r 33g 33b

HEX: #212121



Consentua Ruby *Light*

CMYK: 0c 0.767m 0.479y 0.361k

Pantone: 1585 C

RGB: 163r 38g 85b

HEX: #A32655



Consentua Grey *Light*

CMYK: 0c 0m 0y 0.169k

Pantone: Cool Gray 2 C

RGB: 212r 212g 212b

HEX: #D4D4D4



Consentua Yellow

CMYK: 0.817c 0m 0.848y 0.247k

Pantone: 1235 C

RGB: 255r 192g 33b

HEX: #FFC021

Consentua

6.0 Consentua Heading Typeface

Available from fonts.google.com

Raleway - *Regular*

A B C D E F

a b c 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

6.1 Consentua Body Typeface

Available from fonts.google.com

Open Sans - *Regular*

A B C D E F

a b c 1 2 3 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

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these identity guidelines, please contact:

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