Consentua

CHOICE & CONTROL

1.0 Consentua Master Logo

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.

Consentua 🔒

CHOICE & CONTROL

2.0 Consentua Master Logo Set

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
reprodection of the Consentua logos.

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

Scale

Consentua
CHOICE & CONTROL

Consentua
CHOICE & CONTROL

10mm

37mm

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.

Scale

Consentua
CHOICE & CONTROL

Consentua
CHOICE & CONTROL

10mm

25mm

4.0 Consentua Master Device

The Consentua device has been designed
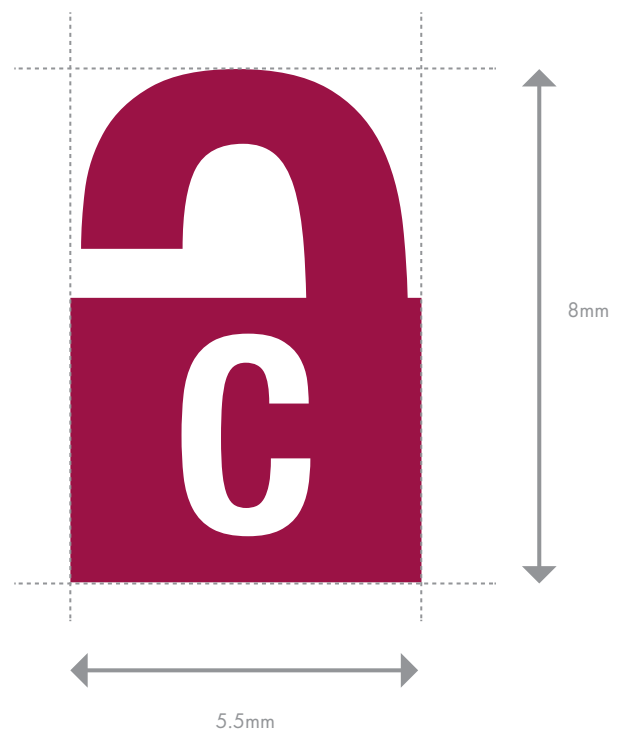for three uses:

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

8mm

5.5mm

5.0 Consentua Colour Pallette

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
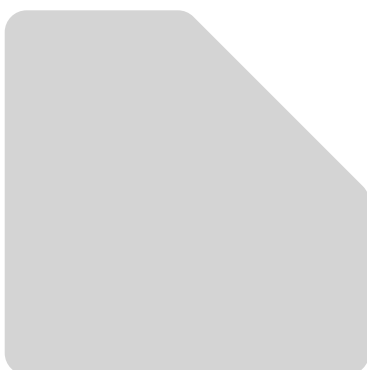
Pantone: Neutral Black C

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 Red

CMYK: 0c 0.725m 0.778y 0.043k

Pantone: Warm Red C

RGB: 244r 67g 54b

HEX: #F44336

Consentua Green

CMYK: 0.565c 0.0m 0.542y 0.313k

Pantone: 7738 C

RGB: 76r 145g 80b

HEX: #4CAF50

Consentua Blue

CMYK: 0.716c 0.334m 0.0y 0.086k

Pantone: 279 C

RGB: 66r 155g 233b

HEX: #429BE9

6.0 Consentua Heading Typeface

Available from fonts.google.com

Raleway - *Regular*

ABCDEF

abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

6.1 Consentua Body Typeface

Available from fonts.google.com

Open Sans - *Regular*

ABCDEF

abc1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Consentua is a KnowNow Information company

Consentua and the Consentua Logo
are registered trademarks of KnowNow Information

If you have any queries about applying
these identity guidelines, please contact:

e: contact@consentua.com
w: consentua.com