

Brand Guidelines

LOGO



COLOUR

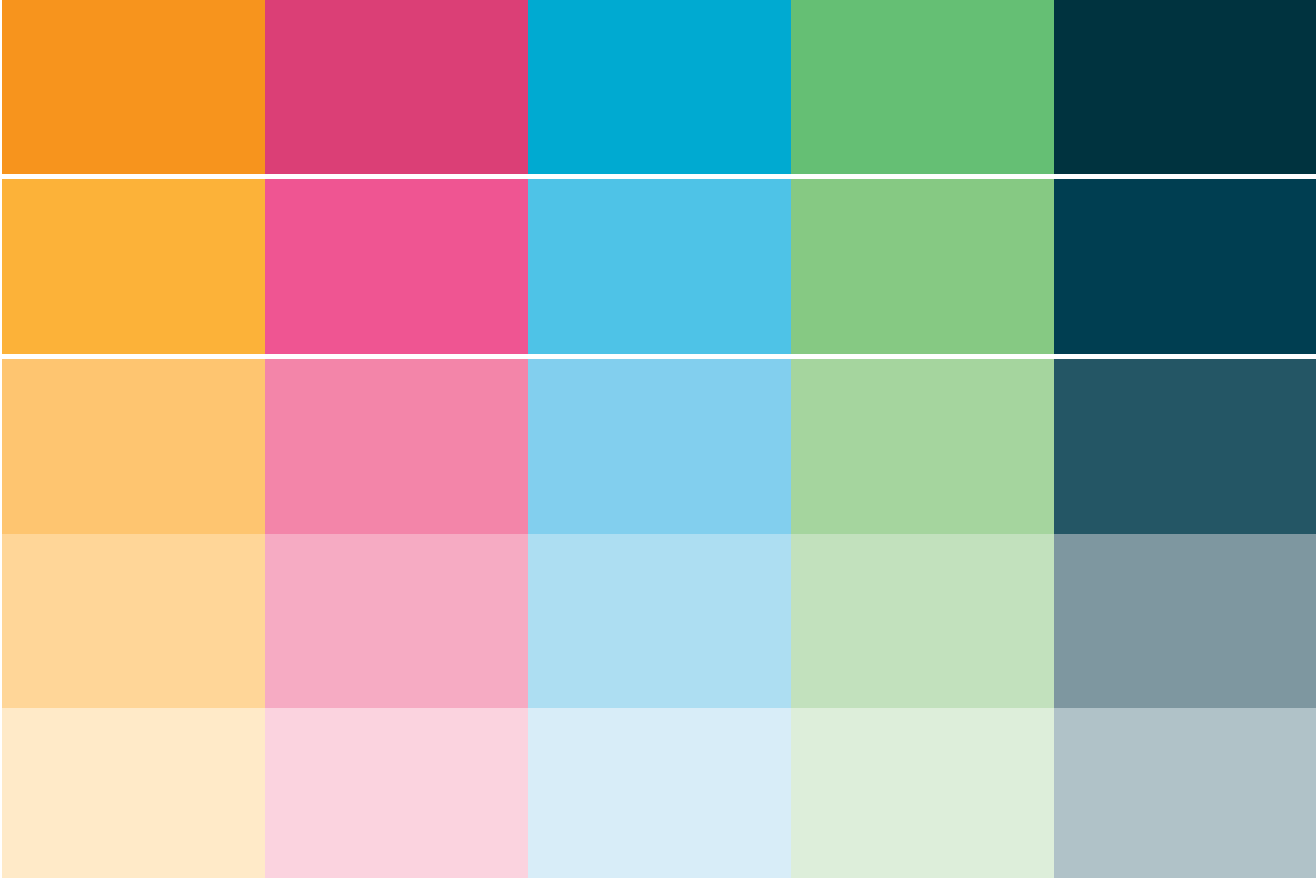
PRIMARY COLOURS

PANTONE	1235 C
CMYK	0-34-88-0
RGB	249-179-42
HEX	#f9b32a
PANTONE	1915 C
CMYK	0-82-10-0
RGB	234-75-139
HEX	#ea4b8b
PANTONE	0821 C
CMYK	60-2-5-0
RGB	93-194-232
HEX	#5dc2e8
PANTONE	7487 C
CMYK	50-0-65-0
RGB	146-198-121
HEX	#92c679

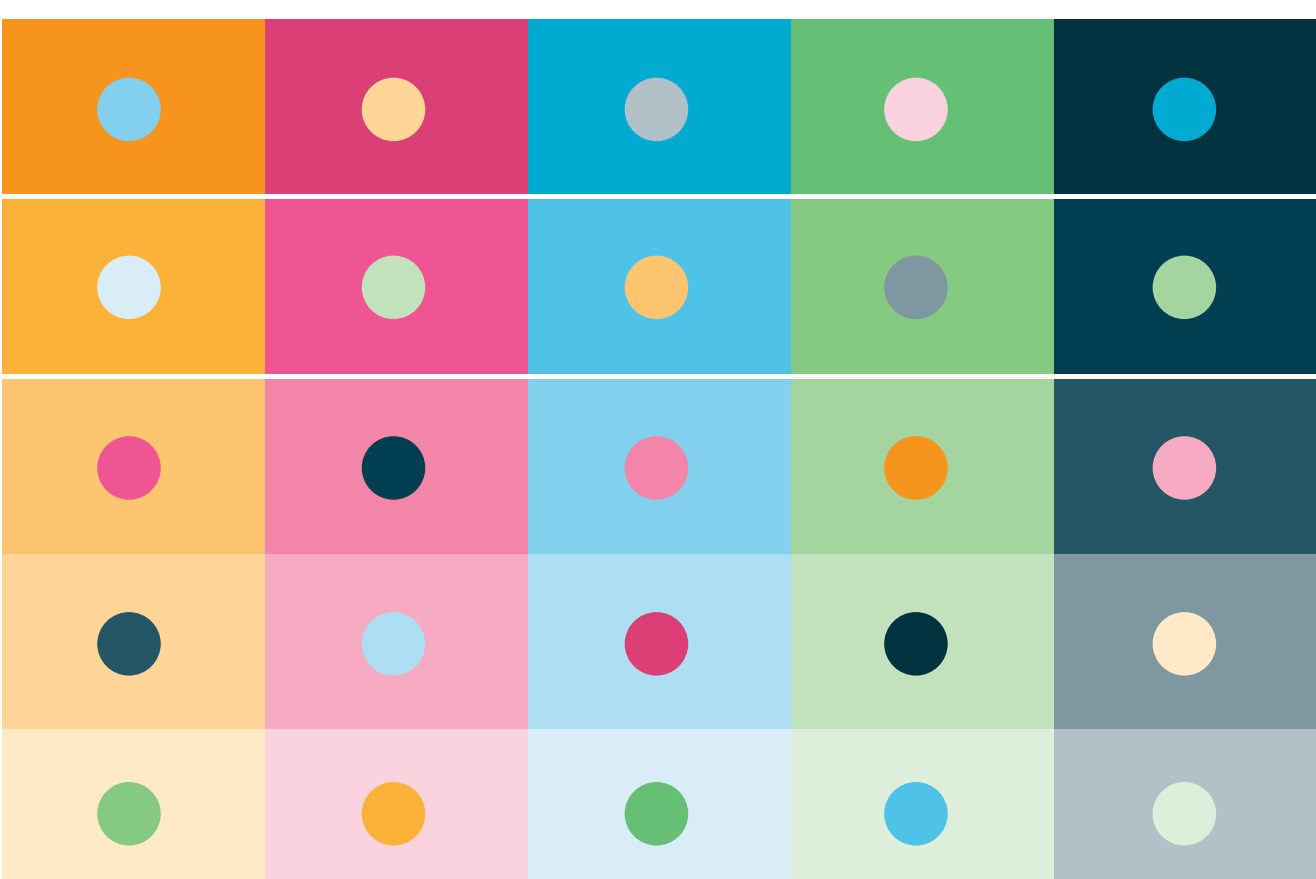
FOUNDATION COLOURS

PANTONE	3035 C
CMYK	100-62-45-43
RGB	0-61-81
HEX	#003d51

SHADES & TINTS



COLOUR PAIRINGS



TYPEFACES

PRIMARY TYPEFACE

RUBIK

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR.

SECONDARY TYPEFACE

Apertura

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TEXT WEIGHTS

RUBIK LIGHT
RUBIK REGULAR
RUBIK MEDIUM
RUBIK BOLD

Apertura Regular
Apertura Medium
Apertura Bold
Apertura Black