Multicolour
Branding Guidelines

July 2016

Main Logo

This logo should be used wherever possible. Please note 'getmulticolour' should always be used in the logotype but always refered to as 'multicolour' when speaking about the product.

Do

Always keep an equal amount of space between the bottom of the logo and top of the 'm'. Uses 2x the height of the icon stroke height.
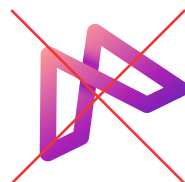
Always use the logo on a background that contrasts well.

Keep an icon height's away from other objects and text.

Do Not

Adjust the scale of the type, always keep it in scale as per the main logo.

Twist or change the angle of the icon.

Use on backgrounds that are not contrasting.

Add effects such a drop shadows

Logo Variants

These logo variants should be used when the main logo cannot be used.

Icon - No Type
To be used where space is minimal, e.g. Twitter, Facebook and other social profiles.

Circle Icon
To be used where space is minimal, uses may include stickers, as an app icon and social profiles.

Circle Icon - Geometric
To be used where space is minimal, uses may include stickers, as an app icon and social profiles.

Circle Icon - White
To be used where space is minimal, uses may include stickers, as an app icon and social profiles.

Logo (reverse)
To be used on darker backgrounds.

Icon - Side Logotype
To be used where space is minimal and the original stacked logo cannot be used. Examples include banners and event sponsorship slots.

Icon - Side Logotype (reverse)
To be used on darker backgrounds.

Colour Palette - Gradients

The core gradient is 'Purple Rain' with all other graients being secondary.

Core Gradient

Purple Rain

HEX	#7423B5, #AB21B4, #FF9999
RGB	R116, G35, B181, R171, G33, B180, R255, G153, B153
CMYK	C0.359, M0.807, Y0, K0.29, C0.05, M0.817, Y0, K0.294

Direction **100°**

Colour one location **0%**

Colour two location **27%**

Colour three location **100%**

Secondary Gradients

Nightshade

HEX	#AB21B4 to #00DDA9
RGB	R171, G33, B180 to R0, G221, B169
CMYK	C0.05, M0.817, Y0, K0.294 to C2, M0, Y0.235, K0.133

Direction **100°**

Colour one location **17%**

Colour two location **100%**

Sunshine

HEX	#44BCEB, #4ACE96, #F9E65B, #FF873E
RGB	R68, G188, B235, R74, G206, B150, R249, G230, B91, R255, G135, B62
CMYK	C0.7106, M0.2, Y0, K0.0784, C0.6408, M0, Y0.2718, K0.1922, C0, M0.0763, Y0.6345, K0.0235, C0, M0.4706, Y0.7569, K0

Direction **100°**

Colour one location **0%**

Colour two location **28%**

Colour three location **67%**

Colour four location **100%**

Solid Colours

We are using 2 core colours 'Aquamarine' and 'Deep Pink'

Aquamarine

HEX	#00DDAE
RGB	R0, G221, B174
CMYK	C65, M0, Y46, K0

Deep Pink

HEX	#FD4881
RGB	R253, G72, B129
CMYK	C0, M0.715, Y 0.49, K0.00784

Suggested Secondary Colours

Below are the 2 suggested colours to accompany the core colours.

Orchid

HEX	#00DDAE
RGB	R0, G221, B174
CMYK	C65, M0, Y46, K0

Cadet

HEX	#FD4881
RGB	R253, G72, B129
CMYK	C0, M0.715, Y 0.49, K0.00784

Logo Colour Variants

To be used sparingly, either for promo use or in situations where the main logo cannot be used.

Nightshade Colour Variants

Sunshine Colour Variants

Further Logo Single Colour Variants

To be used sparingly, either for promo
use or in situations where the main logo
cannot be used.

Aquamarine Colour Variants

Deep Pink Colour Variants

Typography

We are using Museo Sans Rounded for the logotype and it should be used
for consitency on marketing materials where possible.

Museo Sans Rounded (500)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890,.?!@£$%&*()

Museo Sans Rounded (300)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890,.?!@£$%&*()

Suggested Pairings

Grad (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890,.?!@£$%&*()

Source Sans Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890,.?!@£$%&*()

Downloads

Here you can download the assets you require in .ai, .pdf and .png format.

Main Logo Set

DOWNLOAD (.zip) 16.3MB

Nightshade Logo Set

DOWNLOAD (.zip) 11.3MB

Sunshine Logo Set

DOWNLOAD (.zip) 11.3MB

Aquamarine Logo Set

DOWNLOAD (.zip) 7.2MB

Deep Pink Logo Set

DOWNLOAD (.zip) 7.2MB

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Acknowledgements