

Brand Guide v1

25 January 2020

sovereign 

Introduction

Corporate Identity Guide

This cooperate identity guide will help in maintaining a consistent image of sovereign in the minds of the audience.

If you have any questions about the cooperate identity, keep in touch with us at contact@byteaug.co.za.

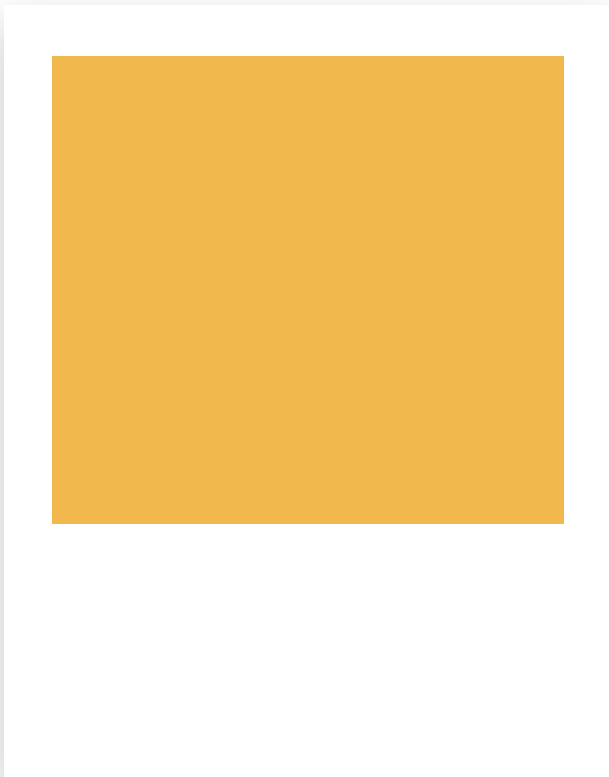
We wish you success.



Logotype

Colour Standards

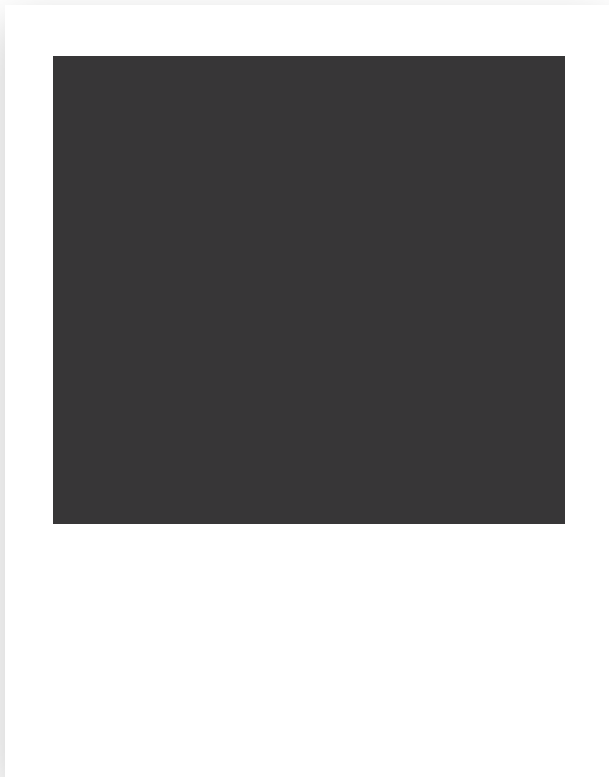
The outlined colours are the only ones to be used on the sovereign Logo



Gold

241 185 77

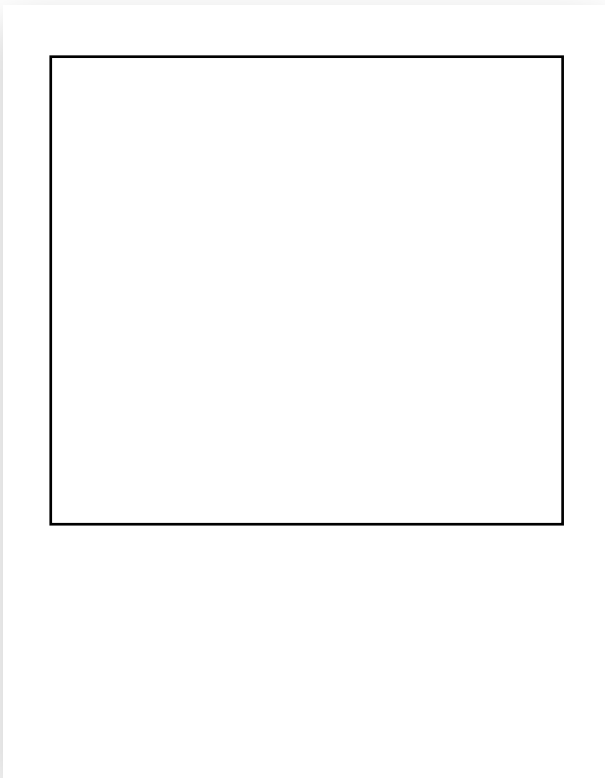
#F1B94D



Black

55 54 55

#373637



Purple

255 255 255

#FFFFFF

Font Faces

The listed typefaces should be used for the Casuistry brand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:;?(!)
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:;?(!)
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:;?(!)
Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:;?(!)
Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:;?(!)
Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890;:;?(!)
Avenir Next Regular

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