

Brand Guidelines

DECEMBER 2023

JD DESIGNER

Primary Logo





Primary Colours



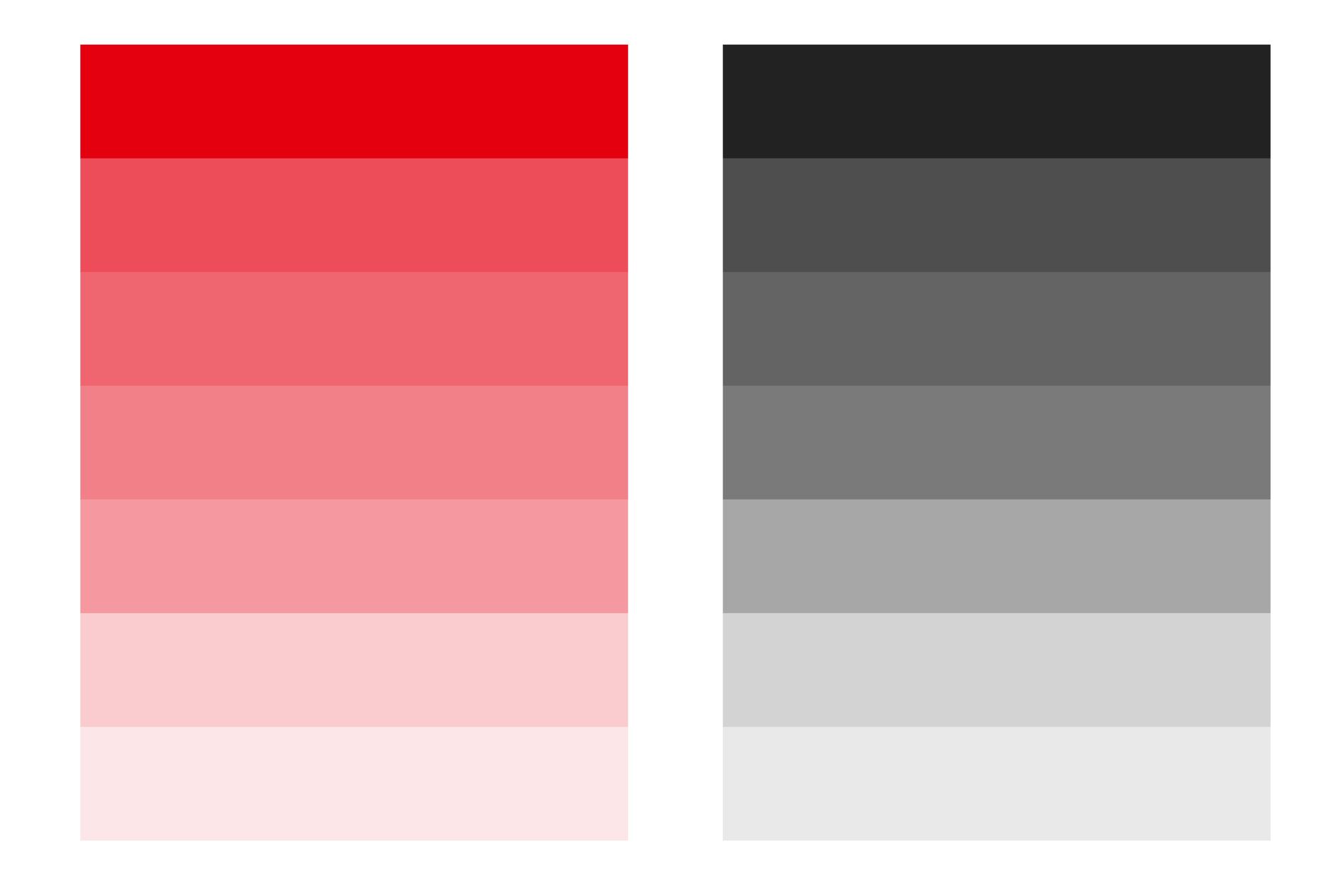


KU Crimson

Raisin Black

HEX:	E50010	HEX:	222222
RGB:	(229, 0, 16)	RGB:	(34, 34, 34)
CMYK:	C:0 M:100 Y:93 K:10	CMYK:	C:0 M:0 Y:0 K:87

Color Tints



Typography



TT Wellingtons Trl

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1324567890+*-/?><":}{[]

Logo Font Guide



PRIVATE LIMITED

Open Sans

Headline Typography Scale

TT Wellingtons Trl	Font Size	Sample
Regular / 20px	20px	Unlocking Excellence with Emperor Brains.
Regular / 28px	28px	Unlocking Excellence with Emperor Brains.
Regular/36px	36px	Unlocking Excellence with Emperor Brains.
Regular / 64px	б4рх	Unlocking Excellence with Emperor Brains.