



Brand Guidelines

DECEMBER 2023

JD DESIGNER

Primary Logo



DB

Primary Colours



KU Crimson

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



Raisin Black

HEX: 222222
RGB: (34, 34, 34)
CMYK: C:0 M:0 Y:0 K:87

Color Tints



Typography

Aa

TT Wellingtons Trl

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890+*-/?><":}{[]

Logo Font Guide

DataBrix

TT Wellingtons Trl



P R I V A T E L I M I T E D

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	64px	Unlocking Excellence with Emperor Brains.