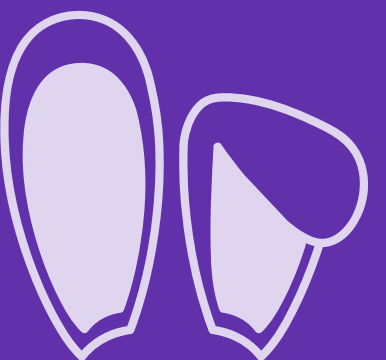




# BRAND & STYLE GUIDE

# OUR VISION

*'To be remembered as the most innovative,  
dedicated, intelligent, yet admired marketing  
agency in Australia'*



# OUR BRAND

## Why Purple Bunny?

The colour purple is associated with creativity, wisdom, ambition, devotion and power, and the bunny also represents creativity, but also symbolises cleverness and spontaneity.

The name Purple Bunny Media was formed as it aligns with our vision to be innovative, dedicated, intelligent and admired.

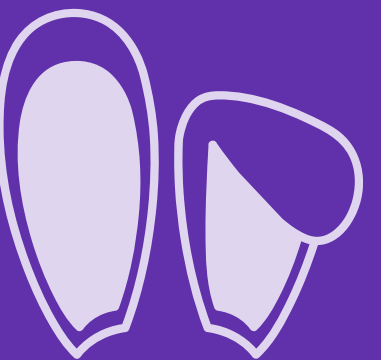


# BRAND FRAMEWORK

Brand Position

Drivers

Personality



# LOGOS



## MAIN LOGO

The Purple square logo is the main and default logo that represents Purple Bunny Marketing & Event Management



## REVERSE LOGO

The reverse logo is to be utilised when main logo clashes with creative or make the main logo illegible.



## ALTERNATIVE LOGO

The alternative logo is to be utilised when the space restricts the use of the square logo or makes the main logo illegible.

# FONTS

## BRAND NAME:

**GAGALIN**

Gagalin Font is to be used only when representing the brand name 'Purple Bunny'

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## SUB TEXT:

**SAILORS**

Sailors Font is to be used as either a heading font in documents or to represent the wording 'Marketing & Event Management' in the brand logo.

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## TAG

*Benedict*

## LINE:

Benedict Font is to be used only when communicating a Purple Bunny brand tag line, e.g. 'Is your brand hoppin?'

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## GENERAL USE:

**Gabriel Sans Condensed**

Gabriel Sans Condensed Font Range is to be used as the main body text font in letters, presentations, EDM's or any other marketing collateral.

# COLOURS

Purple Bunny Media only has two colours in our brand; purple & white. The colour purple is associated with creativity, wisdom, ambition, devotion and power.

Below is the exact shade of purple to be used when representing the Purple Bunny Brand.

**HEX**

**#6130ab**

**RGB**

**97, 48, 171**

**CMYK**

**43%, 72%, 0%, 33%**