



LISTENING EAR
someone to talk to

BRAND GUIDELINES

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LOGO USAGE

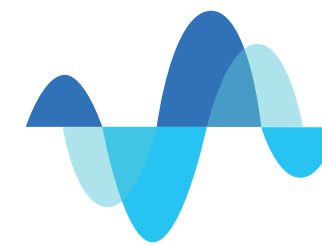
THE LOGO IS MADE UP OF THREE PARTS. THE ICON, THE WORDMARK AND THE STRAPLINE.

THE ICON CAN BE USED IN ISOLATION WHEN REQUIRED, FOR EXAMPLE AN AVATAR ON SOCIAL MEDIA.

THE LOGOTYPE AND STRAPLINE SHOULD ALWAYS REMAIN IN THE LOCK-UP.

ICON

LOGOTYPE



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TAGLINE

LOGO USAGE

DO'S & DON'TS

RESTRUCTURING THE FULL LOGO,
ALTERING THE OPACITY, PROPORTIONS,
COLOUR PALETTE OR ANY OTHER
CHANGES ARE NOT PERMITTED.



LOGO USAGE

FORMATS

THE LOGO CAN BE USED IN 3 FORMATS
DEPENDING ON ITS SIZE AND PURPOSE.
WHETHER THIS BE FOR SOCIAL MEDIA,
PROMOTIONAL ITEMS (MINIMUM SIZE) OR
PRINT AND WEB OUTPUTS.

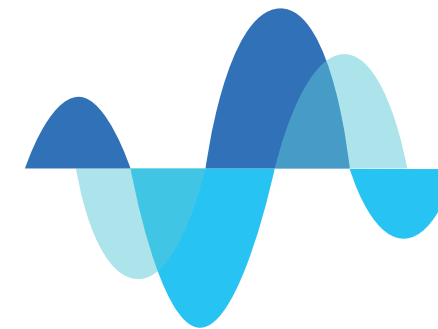
FULL LOGO



MINIMUM
SIZE

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ICON



LOGO USAGE

THE FULL COLOUR LOGO SHOULD BE USED WHERE POSSIBLE. THERE MAY BE INSTANCES WHEN THE FULL COLOUR LOGO CANNOT BE USED, FOR EXAMPLE IN A BLACK AND WHITE PUBLICATION. IN WHICH CASE THE GREYSCALE LOGO CAN BE USED.



LOGOTYPE

THE TEXT USED WITHIN THE LOGO IS CUSTOM LETTERING. THIS IS TO MAINTAIN AN ORIGINAL, ONE OFF VISUAL STYLE TO THE TYPOGRAPHY USED.

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WHEN REQUIRED FOR WEB AND PRINT
BASED OUTPUTS, MONTSERRAT IN ITS
REGULAR AND BOLD VARIATIONS SHOULD
BE USED.

THIS CREATES A LEVEL OF CONSISTENCY AND
LEGBILITY THAT ALLOWS THE CONTENT TO BE
CLEARLY VISIBLE.

MONTSERRAT BOLD

A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z

MONTSERRAT REGULAR

A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z

COLOUR PALETTE

WEB AND PRINT

HERE ARE THE COLOUR BREAKDOWNS
OF THE LOGO SO THE COLOURS
WILL MATCH AND BE SUITABLE FOR
WEB AND PRINT OUTPUTS.



 <div>PRIMARY BLUE</div>	<div>C 80 M 54 Y 0 K 0</div>	<div>R 62 G 110 B 180</div>	<div>HEX 3e6eb4 Pantone 7683</div>
 <div>SECONDARY BLUE</div>	<div>C 66 M 0 Y 0 K 0</div>	<div>R 58 G 191 B 240</div>	<div>HEX 3abff0 Pantone 298</div>
 <div>TERTIARY BLUE</div>	<div>C 57 M 0 Y 15 K 0</div>	<div>R 109 G 198 B 218</div>	<div>HEX 6dc6da Pantone 630</div>



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THANK YOU