# **Brand Colour Palette**

Below is the colour palette that will be used for branding and employed on the website. Colours have been selected based on the company colours displayed on the logo and by taking into account website accessibility requirements such as contrast.

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|  | HEX: #434444  RGB: rgb(67,68,68) | Main background colour for company branding. Used as background colour for logo etc. and on website for controls such as navigation bar and footer along with main text colour. |
|  | HEX: #04d3cb  RGB: rgb(4,211,203) | Logo icon and sub heading colour. Used as font highlight colour on website for links etc. |
|  | HEX: #ffffff  RGB: rgba(255,255,255,255) | Logo company name colour. Used on branding as main text colour and on website as alternate text colour when on a dark background. |
|  | HEX: #787878  RGB: rgb(120,120,120) | Alternate background colour for branding and website controls. Can also be used as highlight background colour on website. |
|  | HEX: #278280  RGB: rgb(39,130,128) | Alternate Icon and sub heading colour. Can also be used on website as font highlight colour etc. Main use on website will be for buttons etc. Offers better contrast for white text. |
|  | HEX: #616161  RGB: rgb(97,97,97) | Alternate background colour for branding and website controls. Can also be used as highlight background colour on website. |

# **Brand Font**

Below are the fonts that are used for company branding and on website. Again, accessibility and company logo has been taken into account.

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| Arial | This is the main font used for company text both on branding and or main text on website. Arial is a member of the Sans-serif font family which is one of the five generic font families used in CSS. Arial itself is considered to be an accessible font by W3.org and according to W3Schools it is also considered a web safe font meaning it will display correctly on most browsers.  Arial is available on all major operating systems and therefore should be a font that most people are familiar with. Furthermore, it Is the most widely used font on both printed and visual media, being used as the default font for Google Docs for example. |
| **Arial Bold** | This variant of the Arial font is used on branding and the website for highlighting and emphasising text, for example titles and important information. |
| *Arial Italic* | This variant of the Arial font is used on branding and the website for additional info text, for example notes and terms and conditions. |
| Arial Underline | This variant of the Arial font is used on branding and the website for highlighting and emphasising text and will be used on the website for distinguishing links within text. |
| Krona One | The Krona One font is one of the Google Fonts font families. “Krona is a low contrast semi-extended style sans serif. Krona is both readable and full of personality. Krona can be used from small sizes to larger display settings. Krona was inspired by hand lettering on early 20th century Swedish posters.”  It is used purely as the font for the company name when it appears on branding and the website. For example, the company name on the logo. |