



Core Logo

Preferred logo to be used in all instances when possible.



Core Colours

Core colors consist of a monochromatic selection of tones.

C75 M68 Y67 K90

R0 G0 B0

#000000

<div>C73 M67 Y66 K81</div> <div>R21 G21 B21</div> <div>#1a1a1a</div>	<div>C70 M64 Y63 K61</div> <div>R51 G51 B51</div> <div>#333333</div>	<div>C66 M58 Y57 K38</div> <div>R77 G77 B77</div> <div>#4d4d4d</div>	<div>C60 M51 Y51 K20</div> <div>R102 G102 B102</div> <div>#666666</div>	<div>C51 M43 Y43 K7</div> <div>R128 G128 B128</div> <div>#808080</div>
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<div>C42 M34 Y35 K1</div> <div>R153 G153 B153</div> <div>#999999</div>	<div>C30 M24 Y24 K0</div> <div>R179 G179 B179</div> <div>#b3b3b3</div>	<div>C19 M14 Y15 K0</div> <div>R024 G204 B204</div> <div># cccccc</div>	<div>C8 M6 Y6 K0</div> <div>R230 G230 B230</div> <div>#e6e6e6</div>	<div>C0 M0 Y0 K0</div> <div>R255 G255 B255</div> <div>#####</div>
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Secondary Logo

Secondary logo for use on dark backgrounds.



Horizontal Logo

Secondary logo for use on dark backgrounds.

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Clear Space

Clear space around logo is determined by the 3/4 height of the T - as shown.



Primary Brand Typeface

Primary typeface for
branded collateral.

**Core brand typeface is
Gotham HTF Black.**

**Primary use is for corporate
branded collateral.**

Such as stationary, promotional items
and internal communications.

A typeface family with a wide selection of
weights as well as condensed and
extended options.

Online & Body Typeface

Google font for web and digital applications as well as body and information rich content.

**Online typeface is
Google Font Be Vietnam Pro.**

**Primary use for corporate
web and digital applications.**

**Such as for websites, email and digital
marketing communications.**

Body copy font is Be Vietnam Pro regular for
information rich content.

A friendly and highly legible typeface family
with a flexible set of weight options.

Decorative Script

Used sparingly as
decorative brand font.

*Decorative script is
Retro Signature.*

*To be used sparingly as a supportive
design or decorative element.*

Background Imagery

Logo use on textured
background images





www.hindsight.com.au