

Our Logo

Primary Blue



Picture
Mark

Primary Logo



Horizontal Logo



Colours

Our colours make our brand stand out from competitors and help customers remember us. We chose these colours because they represent our brand and what we're all about.

Our colours

Blues, with
bright contrasts

Primary colour



Secondary colours



#04244C



#196391



#278DD4

Tertiary colours



#D3BF24



#24D367



#24D3BF

Typography

If you use the same font consistently, people will start to recognise it as part of your brand, just like they do with your logo.

Aa

PRIMARY FONT, FOR WORDMARK - LATO

Lato Bold

PRIMARY FONT, FOR TITLES

Open Sans

SECONDARY FONT, FOR BODY COPY

Imagery

Brand imagery is an extension of our identity. It should appear consistent, through a similar image treatment, filter or photography style.

Sport Photography with high vibrancy and blue filter.



Canva Filter Code:

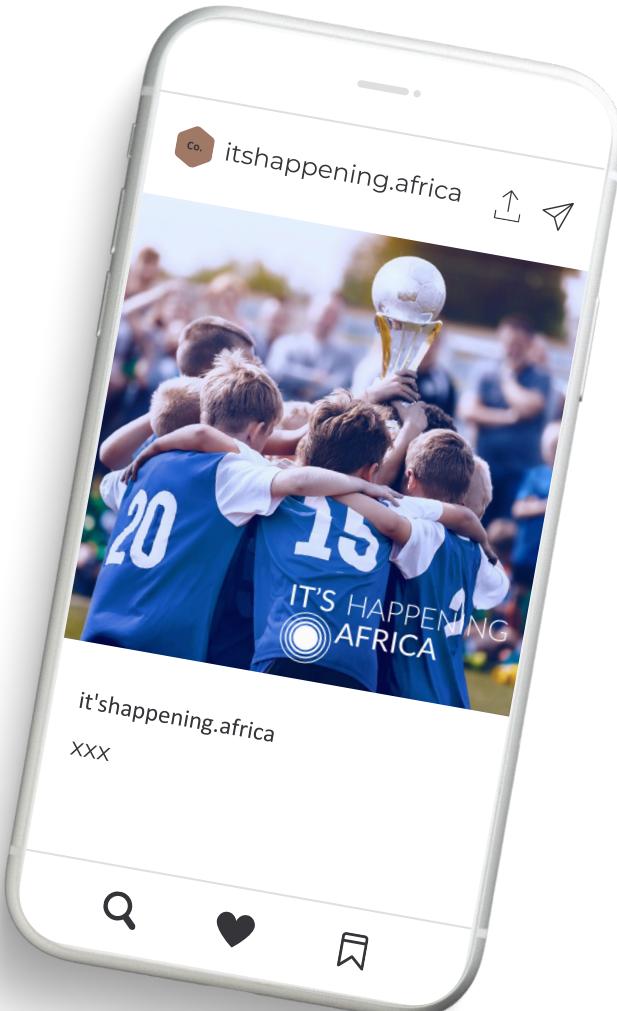
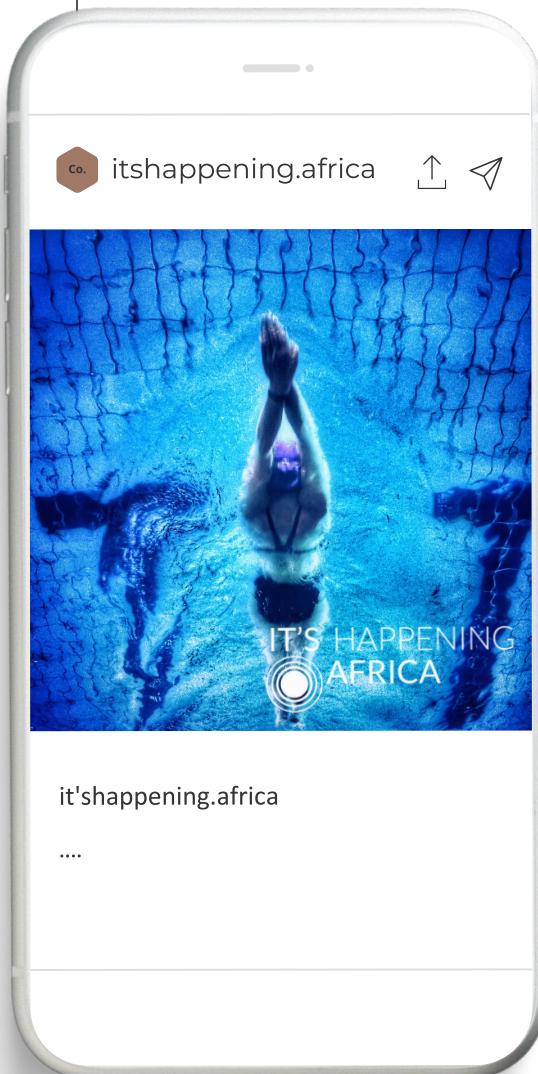
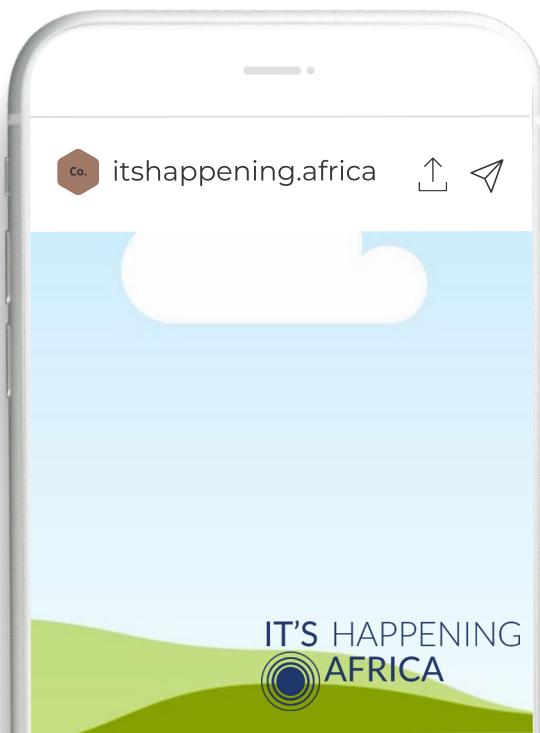
646464a364006432270000836400

Mockup

Social Media

Primary Logo bottom
right corner

Blue / White watermark
depending on background
contrast



Graphic devices

Using icons and illustrations can elevate brand communication by creating a cohesive and recognizable look. To achieve this, it's important to ensure that they share a similar style and are consistently applied throughout all brand materials.



Flaticon Pack - Startup

Link here: <https://www.flaticon.com/packs/startups-43?word=business>