

Marketing Collateral Guidelines

Brand Guides

- ☐ Brand Colours (HEX):
 - ☐ #123EAD
 - ☐ #80abff
 - ☐ #2674d0
 - ☐ #74dcc6
 - ☐ #d2d2d2
- ☐ Standard Blue, White and Black Logomarks
- ☐ Font:
 - ☐ Roboto and Roboto Condensed
 - ☐ Minimum font size: 10

General Collateral Design

- ☐ Proofreading: Check for grammar, spelling and punctuation errors
- ☐ Titles and Subtitles: Use Titlecase
- ☐ Alignment for longer texts: Justification
- ☐ Check for dimensions of post:
 - Flyers/ Brochures: Letter (21 x 29.7 cm)
 - Email Attachment/Infographic: Powerpoint (1920 x1080 px)
 - Social Media: Square (1080 x 1080 px)

Contact Information

- ☐ Website Address (Mandatory)
- ☐ Include a Call to Action (CTA)
 - Email Address: Enquiries@gdmc.bio

- Office Address: 21 Biopolis Rd, #02-03, S138567
- QR Code: Website/Meeting Link

Legal and Compliance

☐ Check for trademarks/copyrighted words/brands/visual assets