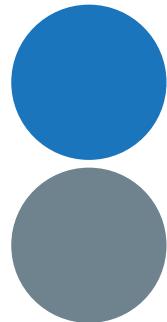




BRAND GUIDELINES

BRAND COLORS



Hex: #1b75bc

Blue
The main brand colour

Hex: #6e838e

Grey
Secondary colour

TYPOGRAPHY

AaBbCc123

ABCDEFGHIJKLM
OPQRSTUVWXYZ

abcdefghijkln
opqrstuvwxyz
1234567890

ACME BOLD
HEADLINE FONT

AaBbCc123

ABCDEFGHIJKLM
OPQRSTUVWXYZ

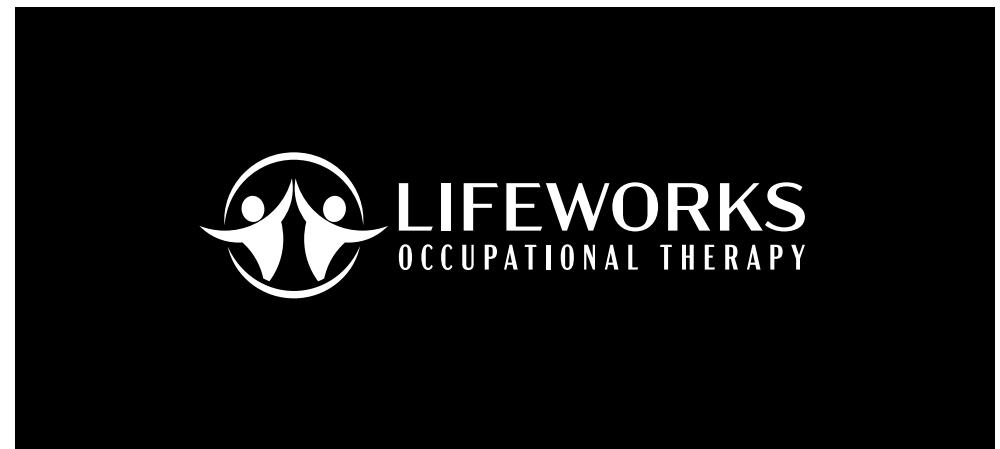
abcdefghijkln
opqrstuvwxyz
1234567890

Acme Regular
Body font

CORRECT USE



Safety zone around the logo is defined by the height of the “O”. Although, more space the better.



INCORRECT USE



B R A N D G U I D E B Y

THOMAS EDWARD