

Brand Kit

Use this to determine colour and fonts.
Logo files can be found in another folder.

Colours

Main Swatches



Primary
#60B1FF



Secondary
#4B8AC6



Secondary Dark
#376693

Use Main Swatches for primary actions, highlights, and call to actions. Primary colour is also found in the logo text. Use secondary main swatches as seen fit. Use Dark Swatches for backgrounds and text. Use Light Swatches for background and text.

Light Swatches



Light Blue
#F0F7FE



White
#FFFFFF

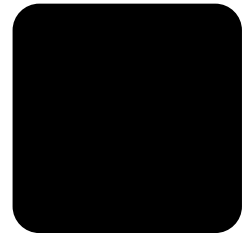
Dark Swatches



Deep Dark
#202020



Shallow Dark
#6C6C6C



Pure Black
#000000

Fonts

Standard Font - BW Gradual

Titles: BW Gradual Bold - **ABCD**

Headers: BW Gradual Medium - **ABCD**

Text: BW Gradual Regular - **ABCD**

Text or descriptions: BW Gradual Light - **ABCD**

Use the Standard Font when possible.
This font needs to be installed locally on the device.

Fallback Fonts - Poppins & Arial

Titles: Poppins SemiBold - **ABCD**

Headers: Poppins Medium - **ABCD**

Text: Arial Regular - **ABCD**

Text or descriptions: Arial Narrow - **ABCD**

When the Standard Font is not available, use the Fallback Fonts. Example usage is on Google Docs and Slides when custom fonts are not supported.