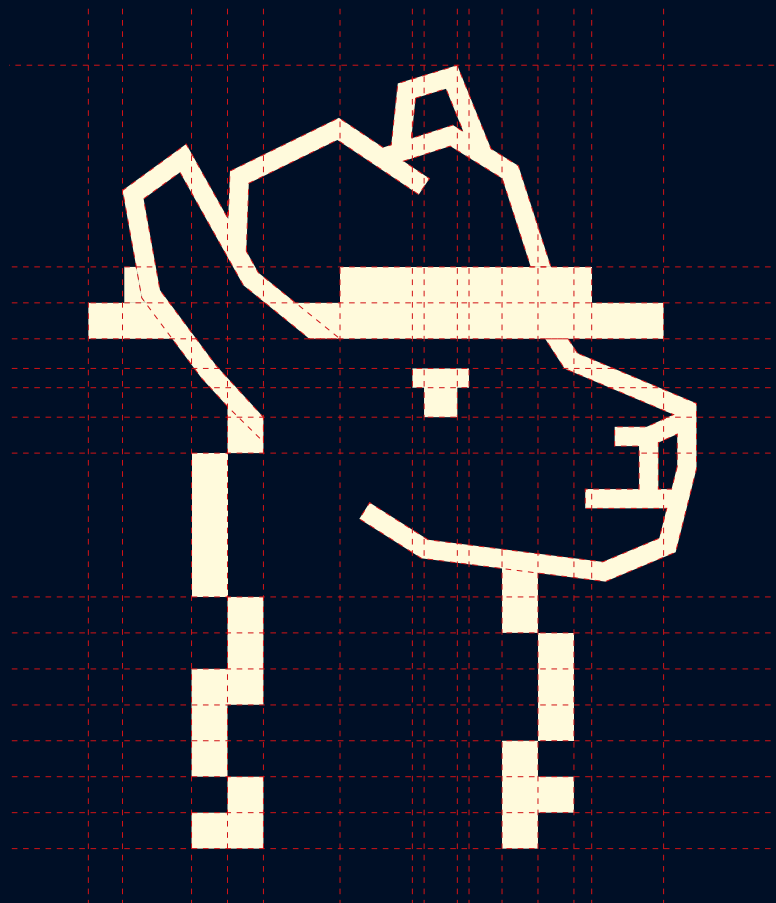
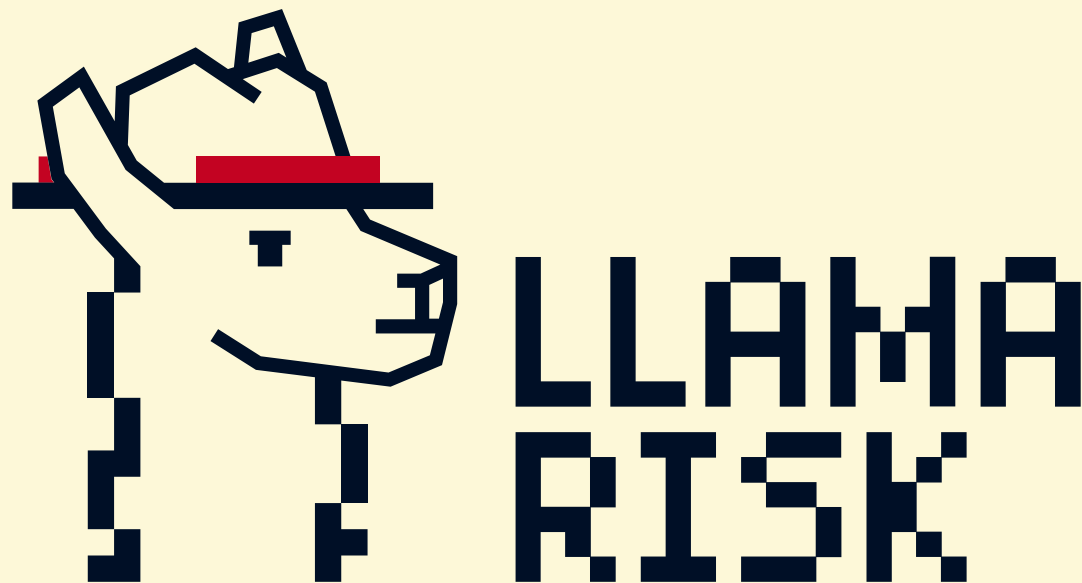


BRAND GUIDELINES

BRAND LOGO STRUCTURE



PRIMARY BRAND LOGO



SECONDARY COLOURWAY



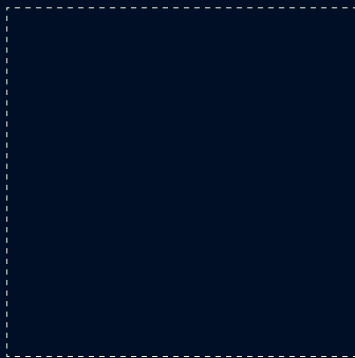
LLAMA
RISK

LOGO VARIATIONS



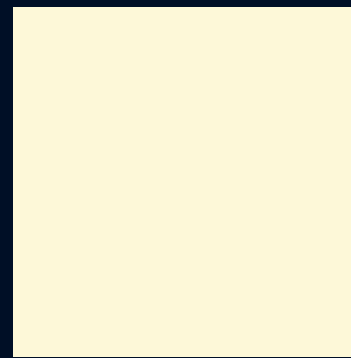
LLAMA
RISK

PRIMARY COLOURS



Llama Risk Navy

HEX #000f26
RGB 0 15 38
CMYK 100 89 51 74
HSB 216 100 15



Llama Risk Beige

HEX #fdf8d8
RGB 253 248 216
CMYK 21 21 0
HSB 97 -3 16

SECONDARY COLOUR



Llama Risk Red

HEX #c20321
RGB 194 3 33
CMYK 16 100 90 6
HSB 351 98 76

HEADING TYPEFACE

Azo Sans

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

SUBHEADING TYPEFACE

Azo Sans

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

COPY TYPEFACE

TT Commons Pro

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz