



# Fun Land

## Brand Guide

# Personality

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Fun Land brand is fun, positive and playful.  
Choice of language and imagery should reflect those traits,



# Logo

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Logo uses a curvy san serif font and a combination of blue and orange colours to give a positive and fun vibe.

The logo must be in those colours only against a white background. There are no other colour variations. The only other allowed versions are the black or white logo in the next page



# Logo Variations

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Black Logo



White Logo



# Logo white Space

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The logo needs a white space equal to the small letter «n» around it.



# Brand Colours

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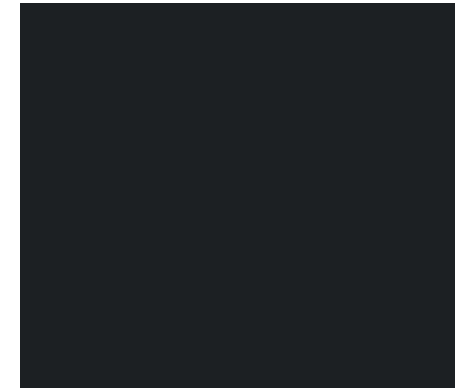
Navy Blue  
#0A3A48  
R: 8 G:59 B:71  
C:95 M:61 Y:48 K:50



Orange  
#FFA500  
R: 255 G:165 B:0  
C:0 M:42 Y:93 K:0



Teal  
#5FBEC2  
R: 94 G:190 B:194  
C:61 M:1 Y:27 K:0



Black  
#272728  
R:39 G:39 B:40  
C:0 M:0 Y:0 K:100%

# Brand Fonts

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Headings Font:

Bubbles Sans Regular

ABCDEFGHIJKLMNÖP

QRSTUVWXYZ

abcdeefghijklmnopqrstuv

wxyz

1234567890

Body Font:

Nunito Regular

ABCDEFGHIJKLMNÖP

QRSTUVWXYZ

abcdeefghijklmnopqrs

tuvwxyz

1234567890

Body Font:

Nunito Bold

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdeefghijklmnopqr

stuvwxyz

1234567890