



CAPITAL TALENT BANK

BRAND GUIDELINES

To source and engage a talented and committed workforce who can inspire learning and improve lives through education, training and skills development that supports social and economic success for students, businesses and communities across West London.

JUNE 2020

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BRAND GUIDELINES

Typography
Colour Palette
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TYPOGRAPHY

PRIMARY FONT- INTERSTATE

Interstate Light

THE QUICK BROWN FOX JUMPED OVER THE LAZY BROWN DOG
the quick brown fox jumped over the lazy brown dog
0123456789

Interstate Regular

THE QUICK BROWN FOX JUMPED OVER THE LAZY BROWN DOG
the quick brown fox jumped over the lazy brown dog
0123456789

Interstate Bold

THE QUICK BROWN FOX JUMPED OVER THE LAZY BROWN DOG
the quick brown fox jumped over the lazy brown dog
0123456789



Primary Colour

CMYK: 80, 20, 40, 0
RGB: 2, 151, 157
HEX: #02979D



50% TINT

CMYK:
40, 10, 20, 0
RGB:
179, 205, 205
HEX:
#B3CDCD



75% TINT

CMYK:
60, 15, 30, 0
RGB:
133, 181, 181
HEX:
#85B5B5



+20% K

CMYK:
80, 20, 40, 20
RGB:
67, 137, 137
HEX:
#438989



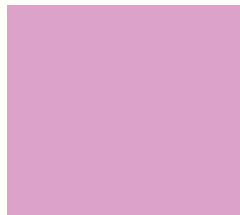
+40% K

CMYK:
70, 20, 40, 40
RGB:
55, 113, 113
HEX:
#377171



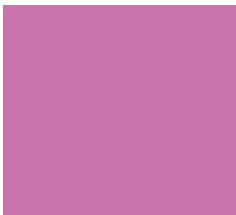
Secondary Colour

CMYK: 31, 88, 0, 0
RGB: 184, 69, 146
HEX: #B84592



50% TINT

CMYK:
0, 26, 9, 14
RGB:
220, 162, 201
HEX:
#DCA2C9



75% TINT

CMYK:
0, 43, 14, 21
RGB:
202, 116, 173
HEX:
#CA74AD



+20% K

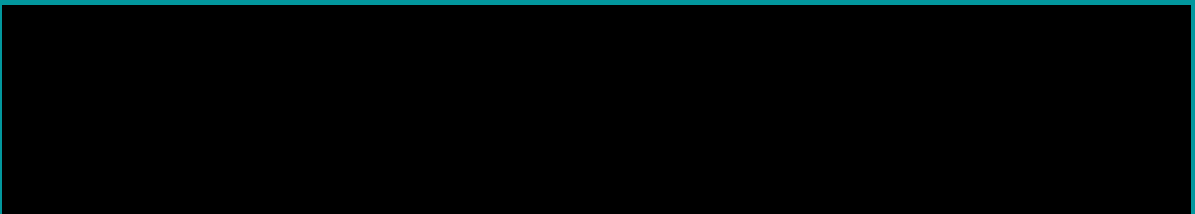
CMYK:
31, 88, 0, 20
RGB:
141, 24, 204
HEX:
#8d18cc



+40% K

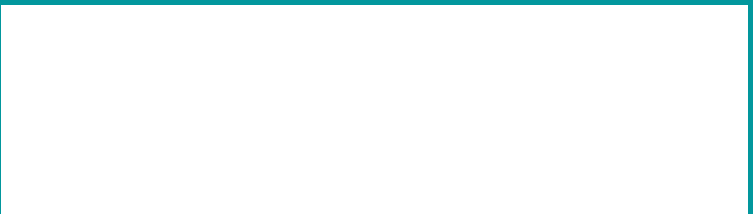
CMYK:
31, 88, 0, 40
RGB:
106, 18, 153
HEX:
#6a1299

COLOR USAGE



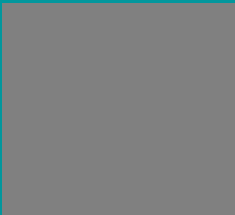
Supporting Colour

CMYK: 0, 0, 0, 0
RGB: 0, 0, 0
HEX: #000000



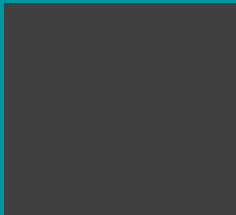
Supporting Colour

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



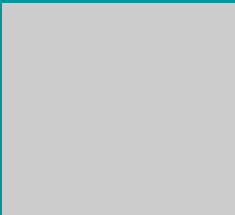
50% TINT

CMYK:
0, 0, 0, 50
RGB:
128, 128, 128
HEX:
#808080



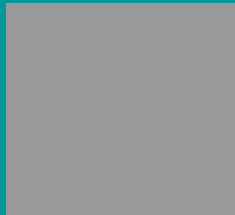
75% TINT

CMYK:
0, 0, 0, 75
RGB:
64, 64, 64
HEX:
#404040



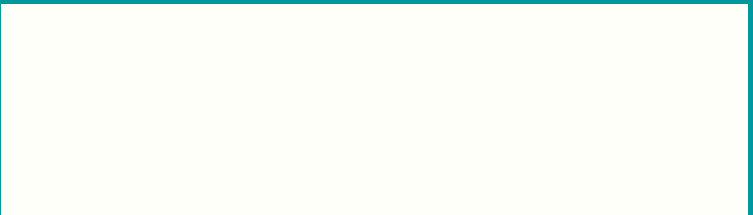
+20% K

CMYK:
0, 0, 0, 20
RGB:
104, 204, 204
HEX:
#cccccc



+40% K

CMYK:
0, 0, 0, 40
RGB:
153, 153, 153
HEX:
#999999



Supporting Colour

CMYK: 0, 0, 0, 0
RGB: 254, 255, 248
HEX: #FEFF8

LOGO USAGE

