



STYLE GUIDE

# COLOUR PALETTE

The following is a colour palette for the Tripod brand, which includes colour values for print and digital.

## Colour psychology and orange.

The colour orange:

Stimulating, active, cheerful and sociable. Symbolising enjoyable connection and happiness.

It has an emotionally strong presence and promotes extroverted behavior.

Welcoming and mood-lifting orange can help learners feel comfortable which in turn improves brain function. Some research says that orange tinted glasses improve a person's mood. Interestingly enough, orange glasses do effectively block the blue light from electronics that can interfere with melatonin and sleep.

Can help with learning for people with dyslexia, autism, and visual sensory processing disorder.



orange  
IS THE  
happiest  
color

-FRANK SINATRA

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### Primary Orange

Process: C 0 M 74 Y 100 K 0  
RGB: R 255 G 102 B 0  
Hexadecimal value: #FF6600



### Secondary Orange

Process: C 0 M 55 Y 100 K 0  
RGB: R 246 G 139 B 31  
Hexadecimal value: #D9861C



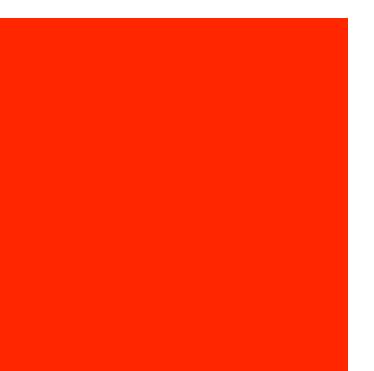
### Dark Gray

Process: C 0 M 0 Y 0 K 90  
RGB: R 65 G 64 B 66  
Hexadecimal value: #414042



### Medium Gray

Process: C 27 M 20 Y 20 K 0  
RGB: R 186 G 189 B 191  
Hexadecimal value: #BBBDBF



### Accent Orange

Process: C 0 M 94 Y 100 K 0  
RGB: R 255 G 38 B 0  
Hexadecimal value: FF2600



### Accent Green

Process: C74 M 0 Y 100 K 0  
RGB: R 62 G 181 B 73  
Hexadecimal value: #3EB549



# FONT-FAMILIES

A selection of fonts for the Tripod brand, including print and web-safe versions.

- » Fuel Pro font
- » Amatic SC font
- » Lato font

TRIPOD FONT

## Fuel Pro

Use sparingly for occasional headings and not to be used for formal documents.

SKILLS . TOOLS. KNOWLEDGE

## Amatic SC

Google web font in regular and bold weights. A hand drawn font used in logo tagline.

Attending a **TRIPOD** event?

**Lato Black / Lato Bold font**

**Lato Regular font / Lato Hairline**

A unique experiential learning platform for 15-25-year-olds, focused on the skills, tools and knowledge for navigating the pathway to future study and career. Read more over. A unique experiential learning platform for 15-25-year-olds, focused on the skills, tools and knowledge for navigating the pathway to future study and career. Read more over. A unique experiential learning platform for 15-25-year-olds, focused on the skills, tools and knowledge for navigating the pathway to future study and career. Read more over.

## Lato

Suitable for paragraph, heading and plain text content for print and as a web-safe font.

# LOGO TREATMENT

Placing the logo version without stamp.

Allow space around the logo - equal to the height of the tagline.



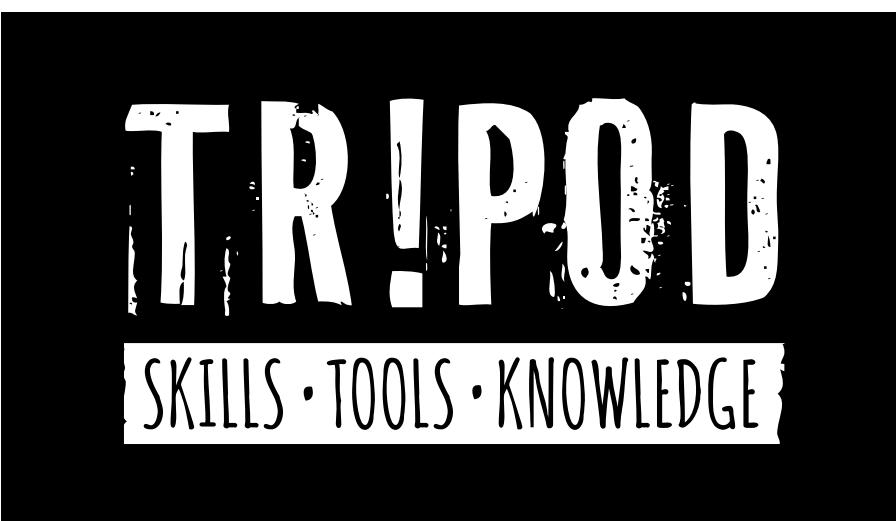
Version on white with accent coloured exclamation.  
Do not display smaller than 150px wide for readability of tagline.



Dark version on colour.



White logo on colour.



Black and white.

# LOGO TREATMENT

Placing the logo version without stamp.

Allow space around the logo - equal to the height of the tagline.



Provide space around the logo equal to the height  
of the tagline ribbon.

# LOGO TREATMENT

Placing the logo version without stamp.

Logo may be rotated 15 degrees anti-clockwise.



No rotation. Do not display smaller than 220px wide if possible, for readability of tagline.



15 degree rotation. Do not display smaller than 220px wide if possible, for readability of tagline.

# BRAND DEVICE

Light globe with icons on recycled paper or multiplied over orange.

