

BRAND STYLE GUIDE

Branding Resources (Logos, Icon, Fonts, 1 Page Style Guide) <https://launchtrampolinepark.canto.com/b/JELNH>

PRIMARY LOGO



USAGE:

This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

SECONDARY LOGO



USAGE:

For when the primary logo doesn't fit in the required space. Use on websites, printed materials and larger elements.

ICON



USAGE:

For when the primary logo doesn't fit in the required space and you need to compliment the branding with a recognizable icon.

COLOR VARIATION



USAGE:

For the instance when the logo will be on the green background, use this logo color variation.

COLOR PALETTE

CMYK:

They are the colours used in printed materials.

RGB:

This is used on-screen and for web design.

HEX Code:

This Color code is used on-screen and for web design.

Paint Colors:

Benjamin Moore:
Green - Lucky Charm 2030-30
Yellow - Baby Chick 2023-20

LAUNCH GREEN

Primary Color

CMYK C: 67 M: 0 Y: 100 K: 0
RGB R: 92 G: 186 B: 71
HEX #5CBA47

LAUNCH YELLOW

Primary Color

CMYK C: 7 M: 2 Y: 100 K: 0
RGB R: 244 G: 186 B: 71
HEX #F4E501

WHITE

Primary Color

CMYK C: 0 M: 0 Y: 0 K: 0
RGB R: 255 G: 255 B: 255
HEX #FFFFFF

BLACK

Primary Color

CMYK C: 75 M: 68 Y: 67 K: 90
RGB R: 0 G: 0 B: 0
HEX #000000

Secondary Colors and Dual Gradients can be used as accents for boxes, shadow elements, etc...

ORANGE

Secondary Color

HEX: FF9307

RED

Secondary Color

HEX: EF4036

PINK

Secondary Color

HEX: EA3D6F

PURPLE

Secondary Color

HEX: B035C8

BLUE

Secondary Color

HEX: 1E8FD7

DARK BLUE

Secondary Color

HEX: 493594

GREEN

YELLOW

PINK

PURPLE

YELLOW

ORANGE

GREEN

BLUE

ORANGE

RED

PURPLE

BLUE

Full gradient can only be used in this color order and used sparingly only as page accents.

PRIMARY FONT

FUTURA BOLD

USAGE:

The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONTS

Secondary Headers
Futura PT Bold
FUTURA MEDIUM

Copy/Paragraph Text

Futura PT Book

Important text within Copy Text

Futura PT Bold

COMPLEMENTARY FONTS

Headers
Roboto Bold
Hind Bold

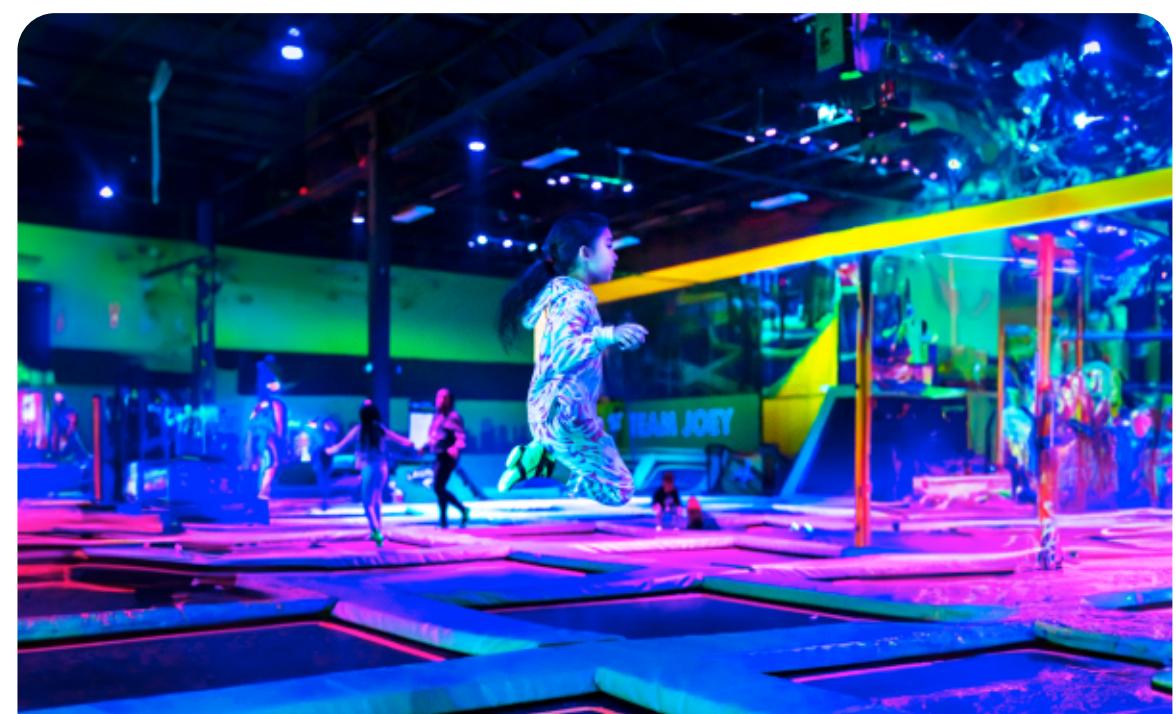
Copy Text
Roboto Normal
Hind Normal

USAGE:

Google Drive and Canva do not support Futura as a default. Use these in its place.

BACKGROUND TEXTURE

These images are to be used as a background texture with black on top. Black Opacity - Multiply between 80-93%



Primary



Secondary



Example