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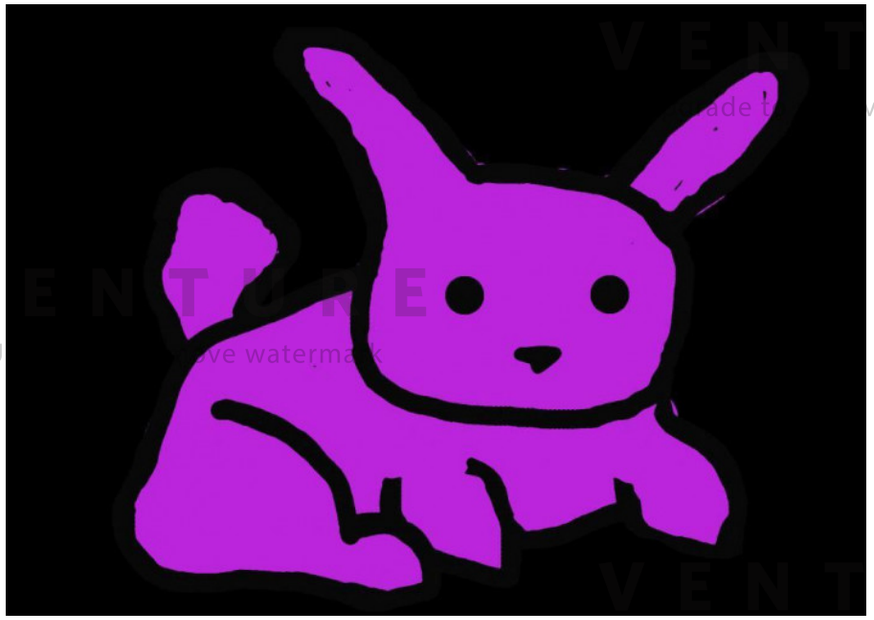

BRAND STYLE GUIDE 2021

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Mission

This is our brand mission.

It is the mantra that we live by and guides everything that we do. If our activities and attitudes contribute towards this, then we are doing the right thing.

We have designed this specifically to connect with our customers and partners who will share in our collective vision and the impact it will have.

To deliver a better future for our clients.

Values

These are the core 3 values that we live by.

They are the underlining pillars that when fullled will help us ensure we are on track to achieve our mission. They ultimately connect us with our customers and act as a guide for how we conduct our business.

Integrity

Work with passion and honesty to deliver transparent solutions for our customers.

Brave

Be bold and take giant leaps where others only take steps to break new ground.

Creativity

Don’t imitate, innovate. Look to find new answers to key questions that the world is facing.

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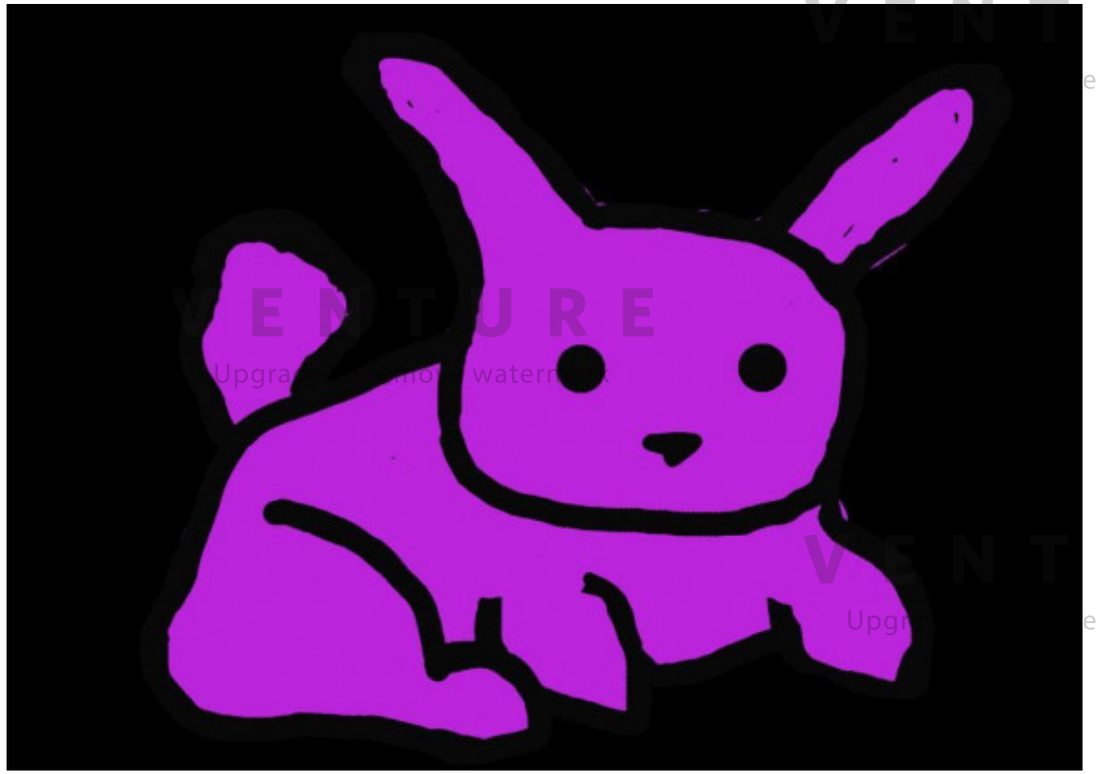
Logo

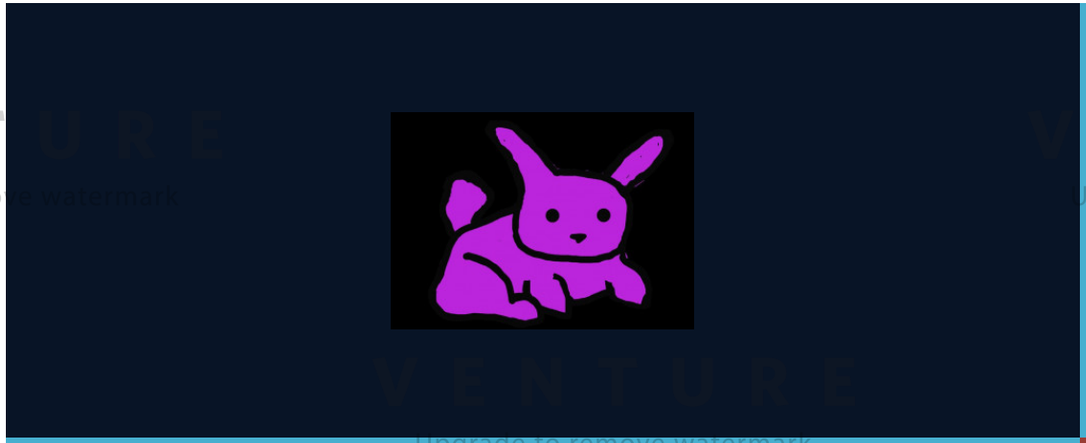
Our logo is our flag. It is the symbol that instantly shows who we are and will stand out against the competition.

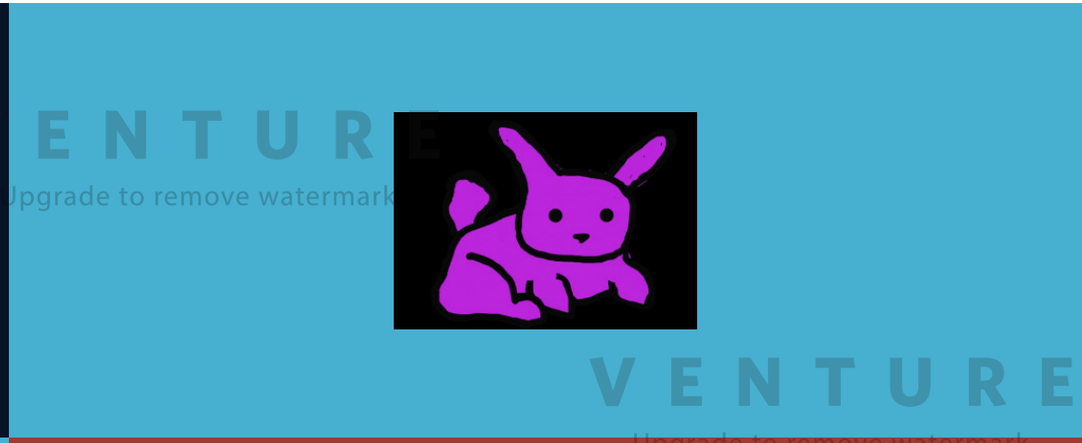
It is a symbol of our beliefs and core values. Alone it will not gain meaning, this is delivered as we fulfill our promise to our customers and gain trust.

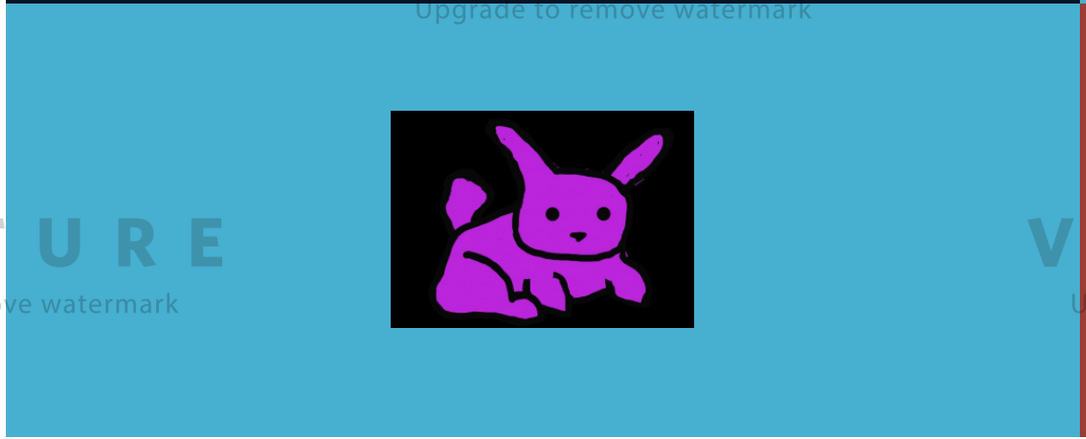


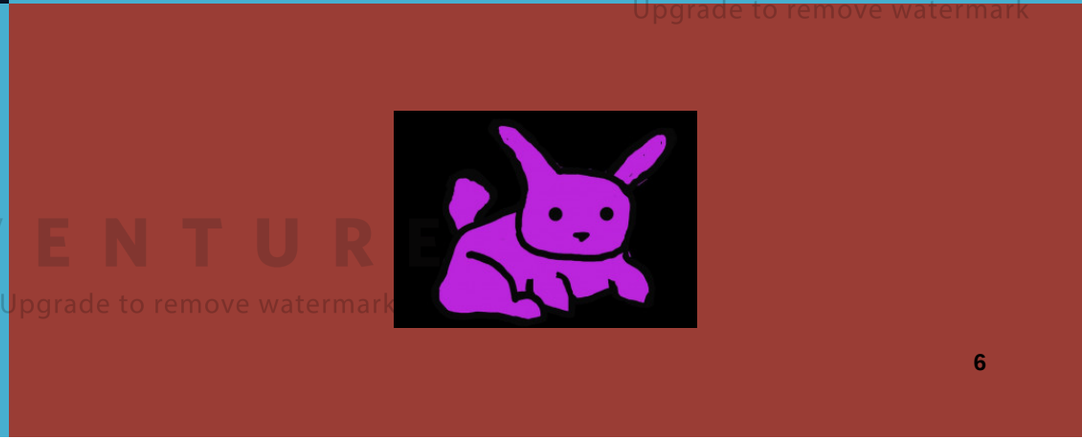
Logo

Our logo must always be clearly legible and have the space to stand out. This means ensuring it is on backgrounds that contrast and don’t hinder its impact.









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Color Palette

Color plays an incredibly important role in our brand identity system. Every color and shade has been chosen for a specific purpose to help build our brand.

Primary
Hex: #47AFCF

Secondary
Hex: #87D17F

Highlight
Hex: #9A3D35

Light Neutral
Hex: #DDDDDD

Dark Neutral
Hex: #081426

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Fonts

The fonts we implement through our comms represent the distinct identity of our brand.

These have been chosen specifically because of the personality that they bring to the written word. Do not use fonts that are not defined here – to do so would be damaging to the overall perception of the brand we want to convey.

Heading font

Orbitron

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ £ $ % ^ & * ( ) _ +
~ < > ? : " | { } [ ]

Supporting font

Maven Pro

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!@£$%^&*()_+
~<>?:"|{}[]

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Typography

For consistency, we have set the following weighting of our fonts for headlines and paragraph copy. This is a deliberate design decision to ensure our audience's attention is drawn to the right place at the right time as they engage with our communications. Headlines especially should be used sparingly and brevity is prefered for strong impact.

Heading

Subheading

Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ac arcu congue, semper lectus et, rhoncus nisl. Nulla facilisi. Donec rhoncus eros consectetur, efficitur felis quis, efficitur ex. Etiam accumsan molestie vehicula. Duis lacinia diam quam, a feugiat velit interdum rhoncus. Nulla viverra varius leo, vitae egestas enim ultrices nec. Sed semper lacinia lacus, in lacinia felis molestie non. Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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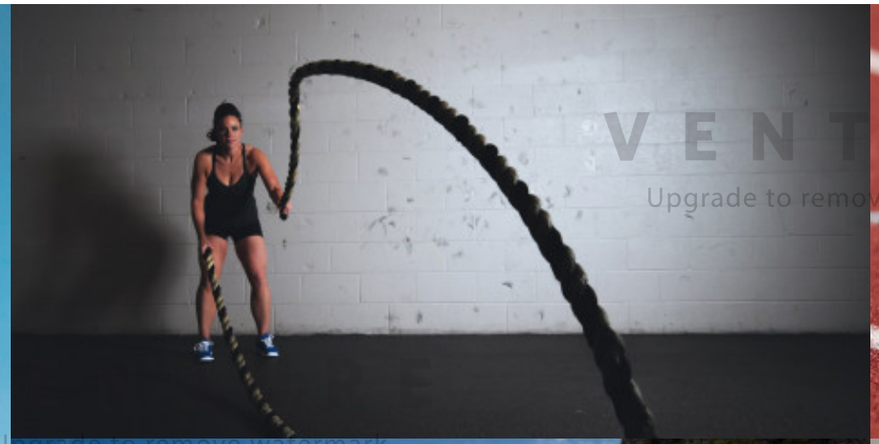
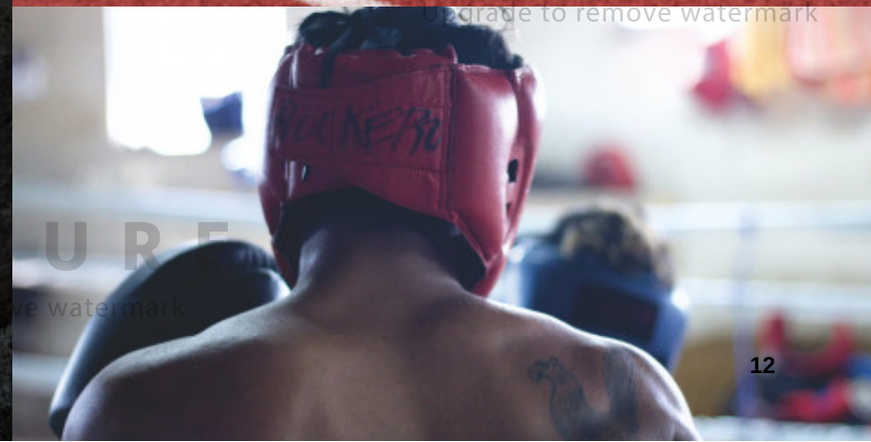
Photography

Our photography style represents who we are; providing an instant visual connection with our customers and their world.

Look Book

As we start out, the photography that we use will help give direction to the look and feel of our brand. This is a moodboard that represents our sense of style and art direction for imagery. Where we haven't been able to produce photography ourselves, we have supplemented with images that portray the world our brand will thrive in.





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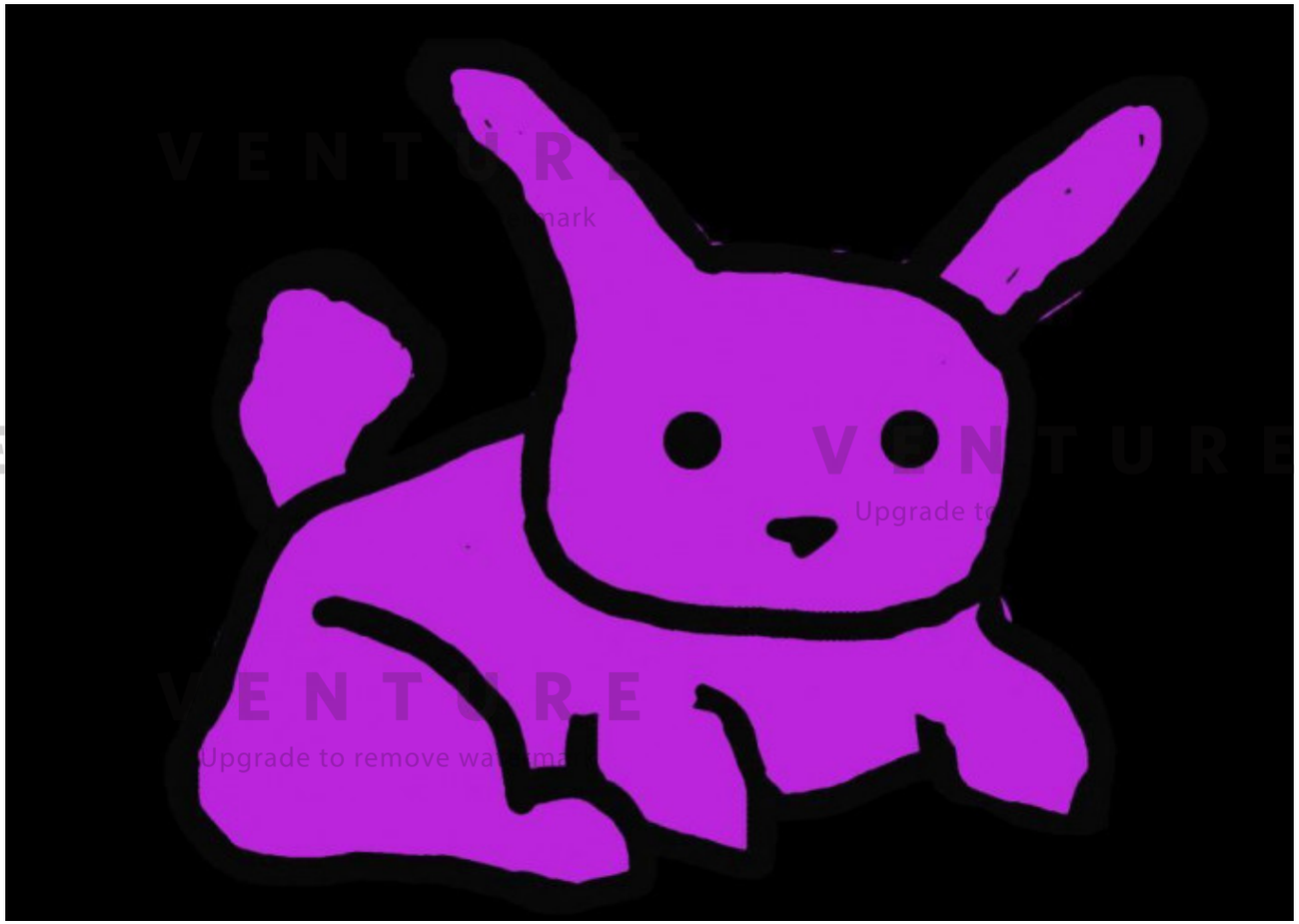
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