

PRIMARY LOGO

LOGO HERE

USAGE:

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

SECONDARY LOGO

LOGO
HERE

USAGE:

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

SUBMARK LOGO

LOGO HERE

USAGE:

For when the primary logo doesn't fit in the required space. Use on websites & printed materials.

LOGO MARK

LOGO HERE

USAGE:

Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

COLOUR PALETTE

CMYK:

They are the colours used in printed materials.

RGB:

This is used on-screen and for web design.

HEX Code:

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

COLOUR NAME

Primary Colour

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

COLOUR NAME

Primary Colour

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

COLOUR NAME

Secondary Colour

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

COLOUR NAME

Secondary Colour

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

COLOUR NAME

Secondary Colour

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

COLOUR NAME

Secondary Colour

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

BRAND ASSETS

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.

ADD ASSET

ADD ASSET

ADD ASSET

ADD MOCKUP

ADD ASSET

ADD ASSET

ADD ASSET

ADD BRAND PATTERN

PRIMARY FONT

FONT NAME GOES HERE

USAGE:

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

SECONDARY FONT

FONT NAME GOES HERE

USAGE:

The secondary font compliments your primary font. This will be used on subheadings.

COMPLEMENTARY FONT

FONT NAME GOES HERE

USAGE:

This compliments the primary and secondary font. This should be used within body copy.

ADD MOCKUPS

ADD BRANDING

ADD LOGO

ADD ILLUSTRATION