

## Logo types



Primary logo on corporate stationery, bleed to full perimeter, centre aligned.



Logo on white for soft templates only, centre aligned.



Secondary logo used only for spaces with restricted vertical space, left aligned.



Appear on merchandise and event collateral



Avatar, favicon, app store button

## Typography

Headlines, Roboto Slab Light, lowercase, centre or left aligned

Navigation and instruction copy, Open Sans, 12 point, lowercase

Web body copy  
Roboto Slab Regular  
12 point, lowercase

Web body copy  
Roboto Slab Regular  
9.5 point, lowercase

## Palette

# CB1A75 C: 50  
R: 203 M: 4  
G: 26 Y: 10  
B: 117 K: 0  
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PMS 220



# A32065 C: 5  
R: 163 M: 100  
G: 23 Y: 0  
B: 101 K: 40  
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PMS 235

# F27A21 C: 0  
R: 242 M: 66  
G: 122 Y: 88  
B: 33 K: 0  
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PMS 172

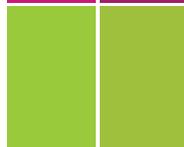


# 9C4F25 C: 0  
R: 156 M: 58  
G: 79 Y: 100  
B: 37 K: 50  
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PMS 499

# 99CC33 C: 34  
R: 153 M: 2  
G: 204 Y: 7  
B: 51 K: 0  
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PMS 376



# A0BF3C C: 50  
R: 160 M: 0  
G: 191 Y: 100  
B: 60 K: 0  
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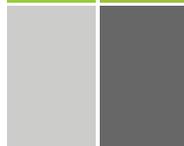
PMS 376

# DFE22D C: 20  
R: 60 M: 0  
G: 80 Y: 90  
B: 88 K: 0  
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PMS 381

# CCCCCC C: 0  
R: 204 M: 0  
G: 204 Y: 0  
B: 204 K: 24  
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PMS Cool  
Grey 4C



# 666666 C: 0  
R: 102 M: 0  
G: 102 Y: 0  
B: 102 K: 68  
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PMS Cool  
Grey 11C