

Identity Standards:

Quick Reference Guide



No Tagline Logo Versions

HORIZONTAL

VERTICAL

COLOUR ON BLACK



COLOUR ON WHITE



BLACK AND WHITE










Typeface:

Primary:
GOTHAM FONT FAMILY

Secondary:
WHITNEY FONT FAMILY

Web:
Open Sans FONT FAMILY

Colours:

	Pantone Metallic 876 C C = 0 M = 30 Y = 50 K = 40 R = 166 G = 125 B = 90
	Metallic Gradient CMYK
	C = 0 M = 4 Y = 23 K = 50 R = 255 G = 2 B = 203
	C = 38 M = 52 Y = 85 K = 20 R = 104 G = 107 B = 59
	Pantone 421 C C = 0 M = 0 Y = 0 K = 40 R = 176 G = 179 B = 178
	Pantone 423 C C = 0 M = 0 Y = 0 K = 60 R = 128 G = 130 B = 133
	Pantone Black 6 C C = 82 M = 70 Y = 60 K = 65 R = 17 G = 26 B = 33

Pantone numbers to be used in specific instances only.
CMYK values will be used for most print materials.
RGB values will be used for screen/online.

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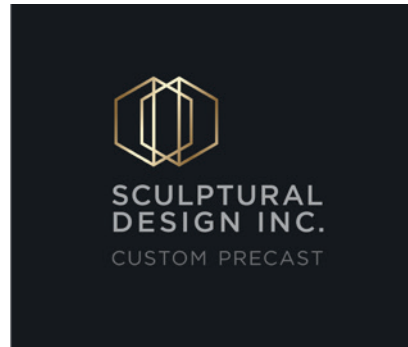


Tagline Logo Versions

HORIZONTAL



VERTICAL



Use of Logo Versions

Minimum size for logo version without tagline:

Vertical: 1.25" (75px) height
Horizontal: 0.75" (50px) height

Minimum size for logo version with tagline:

Vertical: 0.5" (40px) height
Horizontal: 0.75" (25px) height

Address Logo Versions

A vertical version of the logo with an address and contact information is to be used for any applicable company materials such as invoices.

COLOUR ON BLACK

COLOUR ON WHITE

BLACK AND WHITE

