



GROUP OF SERVICES





Brand Name not longer than 12-letters word

Colour



Primary Colour, CMYK= 0,95,70,0 | RGB= 238, 48, 72
Web Color, #EE3048



Brand Text Colour, CMYK= 0,0,0,100 | RGB= 0, 0, 0
Web Color, #000000



Grey Scale Colour, CMYK= 0,0,0,70 | RGB= 109, 110, 113
Web Color, #6d6e71

Sizing



Minimum print size - 1.5cm Height Minimum screen size - 100px Wide

Application



Typograhyy For Layout Design

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



Colour

PANTONE 1787C

Primary Colour, CMYK= 0,95,70,0 | RGB= 238, 48, 72
Web Color, #EE3048

PANTONE Black

Brand Text Colour, CMYK= 0,0,0,100 | RGB= 0, 0, 0
Web Color, #000000

Grey Scale Colour, CMYK= 0,0,0,70 | RGB= 109, 110, 113
Web Color, #6d6e71

Sizing



Minimum print size - 2cm Height



100 Pixel
Minimum screen size - 100px Wide

Application



Typograhpy For Layout Design

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



Colour

PANTONE Warm Grey 11

Primary Colour, CMYK= 50,50,60,25 | RGB= 109, 110, 113
Web Color, #726658

PANTONE Black

Brand Text Colour, CMYK= 0,0,0,100 | RGB= 0, 0, 0
Web Color, #000000



Grey Scale Colour, CMYK= 0,0,0,70 | RGB= 109, 110, 113
Web Color, #6d6e71

Sizing



Minimum print size - 2cm Height



Minimum screen size - 100px Wide

Application



Typograhpy For Layout Design

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



Colour

PANTONE 360C

Primary Colour, CMYK= 65,0,100,0 | RGB= 96, 187, 70
Web Color, #60bb46

PANTONE Black

Brand Text Colour, CMYK= 0,0,0,100 | RGB= 0, 0, 0
Web Color, #000000



Grey Scale Colour, CMYK= 0,0,0,70 | RGB= 109, 110, 113
Web Color, #6d6e71

Sizing



Minimum print size - 2cm Height



100 Pixel
Minimum screen size - 100px Wide

Application



Typograhpy For Layout Design

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



Colour



Primary Colour, CMYK= 0,59,100,0 | RGB= 255, 132, 0
Web Color, #ff8400



Brand Text Colour, CMYK= 0,0,0,100 | RGB= 0, 0, 0
Web Color, #000000



Grey Scale Colour, CMYK= 0,0,0,70 | RGB= 109, 110, 113
Web Color, #6d6e71

Sizing



Minimum print size - 2cm Height



100 Pixel
Minimum screen size - 100px Wide

Application



Typograhpy For Layout Design

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789



Colour

PANTONE Process Blue C

Primary Colour, CMYK= 100,35,7,0 | RGB= 0, 130, 202
Web Color, #0082ca

PANTONE Black

Brand Text Colour, CMYK= 0,0,0,100 | RGB= 0, 0, 0
Web Color, #000000



Grey Scale Colour, CMYK= 0,0,0,70 | RGB= 109, 110, 113
Web Color, #6d6e71

Sizing



Minimum print size - 2cm Height



Minimum screen size - 100px Wide

Application



Typograhpy For Layout Design

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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