

silver
websites: //

Brand Information

Primary Logo



Icon



The above primary logo and icon have also been supplied in alternate reverse colours, both within and free of a container/background and in all green, grey, white and black.

Formats Provided

Format	Use	Colour profile	Background Colour	Vector / Raster
.ai	native	cmyk / rgb	transparent	vector
.eps	print	cmyk	transparent	vector
.pdf	print	cmyk	transparent	vector
.jpg	web	rgb	white	raster
.png	web	rgb	transparent	raster

CMYK

For use in process / digital print (.eps / .pdf)

Vector

(can be scaled to any size and will not pixelate)

RGB

For use on screen and web (.jpg / .png)

Raster

(can NOT be scaled to any size and WILL pixelate when enlarged past their original size)

[Separate folders have been created within deliverables to house each document colour mode]

Colour Pallet



PMS - 3537c
CMYK (3537cp) - 100 / 0 / 100 / 69
RGB - 0 / 73 / 31
HEX - #00491f



PMS - Cool Gray 8c
CMYK (Cool Gray 8cp) - 44 / 34 / 29 / 10
RGB - 136 / 139 / 149
HEX - #888b95



CMYK - 0 / 0 / 0 / 0
RGB - 255 / 255 / 255
HEX - #ffffff



CMYK - 60 / 40 / 40 / 100
RGB - 0 / 0 / 0
HEX - #000000

The above colours have been chosen using the Pantone Colour Bridge (coated) swatch book as reference.
PMS - Pantone Matching System CP - Coated Process

Fonts

Quicksand - SemiBold

Tracking: 7

Quicksand is a Google Font and has been released under open source licensing and can be found at <https://fonts.google.com>

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