



BRAND MANUAL



CONTENT

1.0	LOGO	04
2.0	TYPOGRAPHY	08
3.0	COLOURS	11
4.0	INCORRECT USAGE	16



LOGO

OUR LOGO

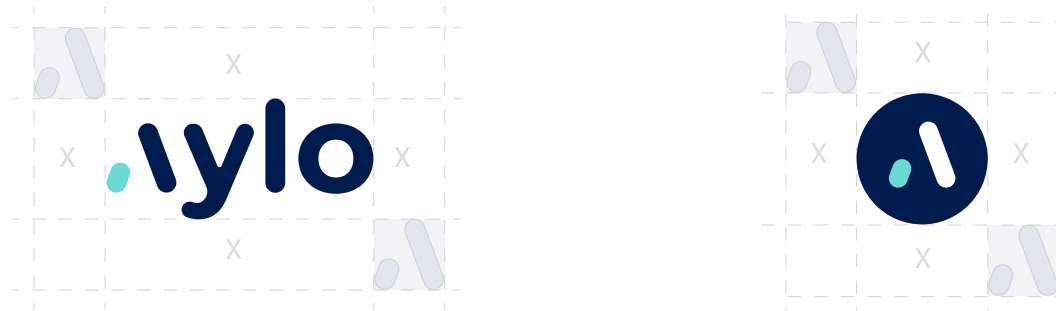


Wordmark



Monotype

CLEARSPACE



Always leave the logo some space to breathe to ensure its visibility and impact.

No graphic elements of any kind should invade this zone.

CONSTRUCTION



Monotype



Wordmark



TYPOGRAPHY



TYPOGRAPHY SELECTED

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Primary font

Gadugi Regular

AaBbCcDdEeFfGgHhIiJjKkL
lMmNnOoPpQqRrSsTtUuV
vWwXxYyZz

Secondary font

WEIGHT AND HIERARCHY

Primary Font

Caption Font: Montserrat Regular Size: 9 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt
Body Text Font: Montserrat Regular Size: 11 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
Callout / Strong Font: Montserrat SemiBold Size: 11 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
Subhead Font: Montserrat Size: 13 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam
Sub-section title Font: Montserrat Bold Size: 13 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed nonummy nibh euismod
Heading Font: Montserrat Bold Size: 20 pt	Lorem ipsum dolor sit amet, volutpat.

Supplementary Font

Caption Font: Gadugi Regular Size: 9 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt volutpat.
Body Text Font: Gadugi Regular Size: 11 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod
Callout / Strong Font: Gadugi Bold Size: 11 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
Subhead Font: Gadugi Regular Size: 13 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh
Sub-section title Font: Gadugi Bold Size: 13 pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed nonummy nibh euismod
Heading Font: Gadugi Bold Size: 20 pt	Lorem ipsum dolor sit amet, volutpat.

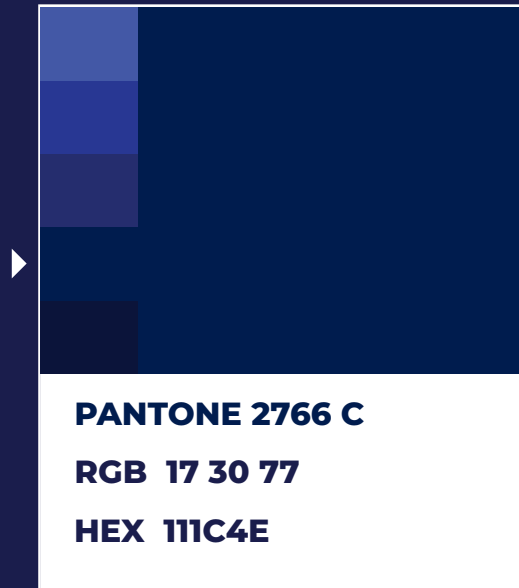


COLOURS



12
COLOURS

Main colour, shades, and lights.



13
COLOURS

Secondary colour, shades, and lights.



14
COLOURS

Wordmark other variations



001



004

Monotype other variations



002



003



005

15
COLOURS



006



007



008



009

 **INCORRECT USAGE**



17
INCORRECT USAGE



Only use brand colours



Don't stretch or manipulate the logo



Don't type out logo in other fonts



Don't use black



Don't outline the logo



Don't rotate or resize the icon



Don't crop image into the logo



Don't use monochrome colours



18
INCORRECT USAGE



Only use brand colours



Don't stretch or manipulate the icon



Don't use black



Don't outline the icon



Don't rotate or resize the icon



Don't crop image into the icon



Don't use monochrome colours





Thank you!