



B R A N D   M A N U A L



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 **LOGO**





## OUR LOGO



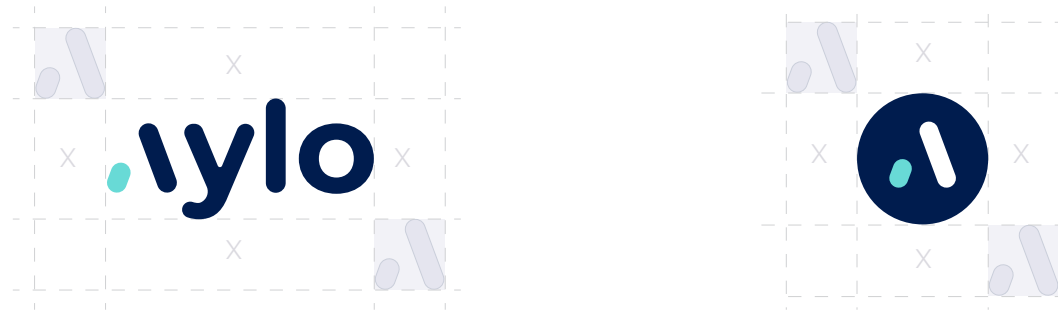
Wordmark



Monotype



## CLEARSPACE

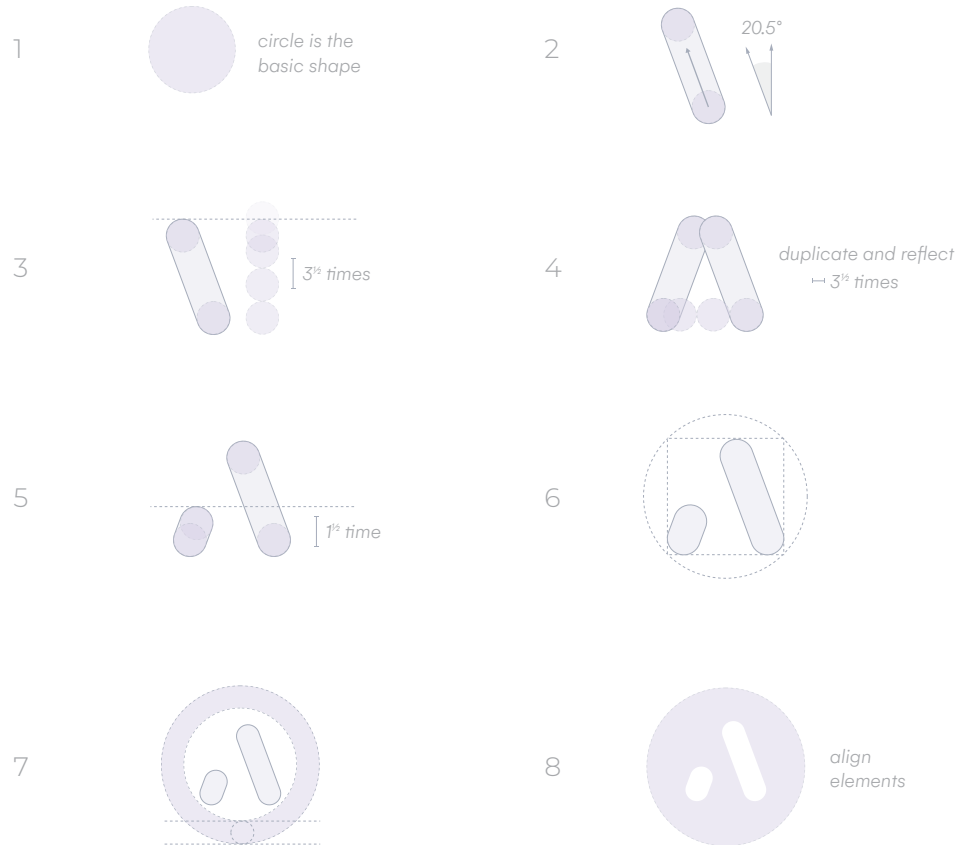


Always leave the logo some space to breathe to ensure its visibility and impact.

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

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

### Supplementary Font

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

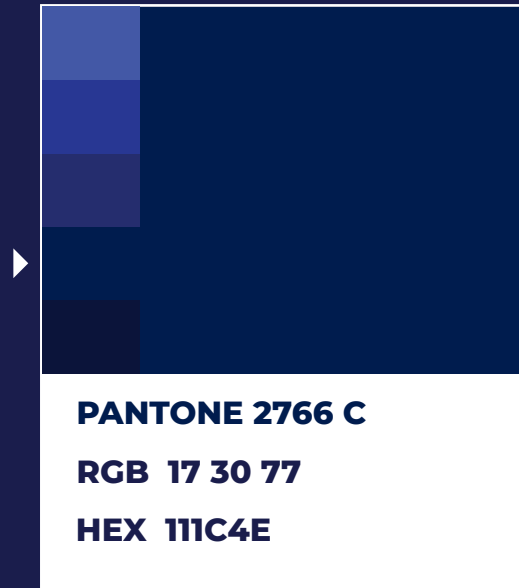


 **COLOURS**





Main colour, shades, and lights.





Secondary colour, shades, and lights.





Complementary colours black, white, and grey.



15  
COLOURS



001

Wordmark colour variations



002



003

Monotype colour variations



004



005



006



007



16  
COLOURS



.ylo

008

Wordmark other variations

.ylo

009

Monotype other variations



010



011



012





013



014



015

Monotype greyscale variations



016



017



018



019





Only use brand colours



Don't stretch or manipulate the logo



Don't outline the logo



Don't rotate or resize the icon



Don't type out logo in other fonts



Don't crop image into the logo



**Thank you!**