



BRAND MANUAL



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LOGO

OUR LOGO

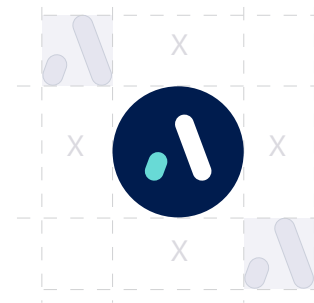


Wordmark



Monotype

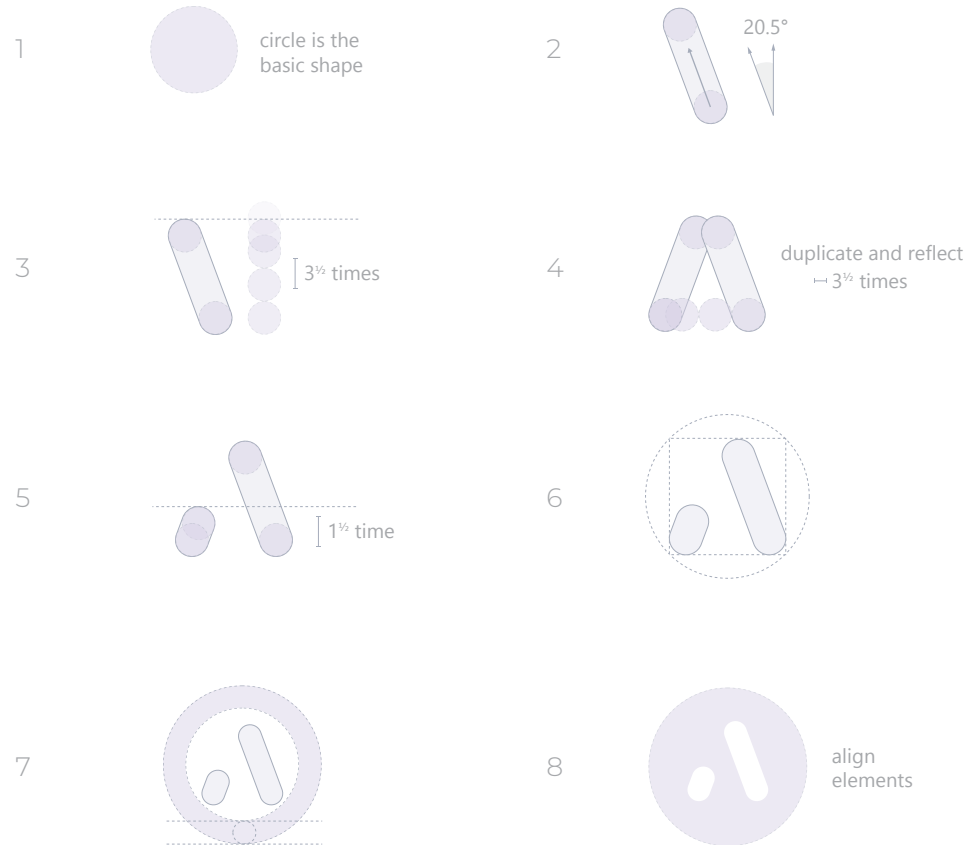
CLEARSPACE



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

Caption

Font: Montserrat Regular
Size: 9 pt

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt

Body Text

Font: Montserrat Regular
Size: 11 pt

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh

Callout / Strong

Font: Montserrat SemiBold
Size: 11 pt

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh

Subhead

Font: Montserrat
Size: 13 pt

Lorem ipsum dolor sit
amet, consectetuer
adipiscing elit, sed diam

Sub-section title

Font: Montserrat Bold
Size: 13 pt

**Lorem ipsum dolor sit amet,
consectetuer 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, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt volutpat.

Body Text

Font: Gadugi Regular
Size: 11 pt

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod

Callout / Strong

Font: Gadugi Bold
Size: 11 pt

**Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh**

Subhead

Font: Gadugi Regular
Size: 13 pt

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh

Sub-section title

Font: Gadugi Bold
Size: 13 pt

**Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
nonummy nibh euismod**

Heading

Font: Gadugi Bold
Size: 20 pt

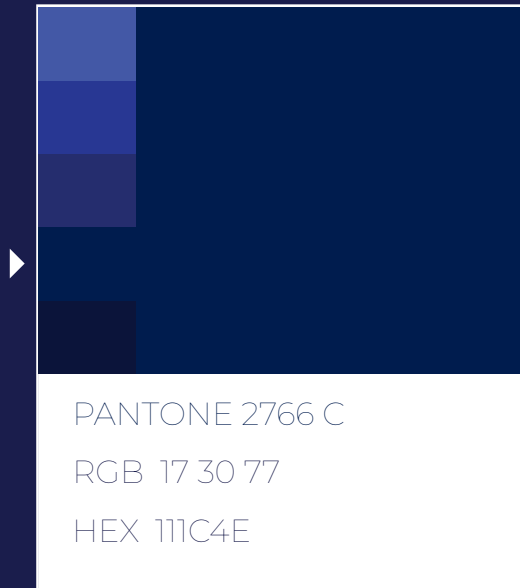
**Lorem ipsum dolor
sit amet, volutpat.**

11
COLOURS

— 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 single-colour or 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 single-colour or monochrome colours





Thank you!