



BRAND GUIDELINE SHEET

PRIMARY LOGO




USAGE: This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.

SECONDARY LOGOS




USAGE: For when the primary logo needs to be used on a white background. Used on websites, printed materials and larger elements.

SECONDARY LOGOS



USAGE: For when the primary logo needs to be used on a coloured background (that isn't red or navy). Used on websites, printed materials and larger elements.

BRAND MARK



USAGE: Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

COLOUR PALETTE

CMYK:

They are the colours used in printed materials.

RGB:

This is used on-screen and for web design.

HEX Code:

This colour code is used on-screen and for web design.

BURGUNDY

Primary Colour

CMYK C: 26 M: 100 Y: 69 K: 26
RGB R: 152 G: 0 B: 46
HEX #98002E

YELLOW

Primary Colour

CMYK C: 6 M: 26 Y: 82 K: 0
RGB R: 240 G: 191 B: 66
HEX #F0BF42

BLUE

Secondary Colour

CMYK C: 63 M: 23 Y: 36 K: 5
RGB R: 102 G: 156 B: 159
HEX #669C9F

NAVY

Secondary Colour

CMYK C: 90 M: 77 Y: 44 K: 48
RGB R: 38 G: 46 B: 69
HEX #262E45

ORANGE

Secondary Colour

CMYK C: 7 M: 61 Y: 77 K: 1
RGB R: 226 G: 122 B: 68
HEX #E27A44

GREY

Secondary Colour

CMYK C: 8 M: 5 Y: 7 K: 0
RGB R: 238 G: 238 B: 238
HEX #EEEEEE

PRIMARY FONT

Sen Bold

USAGE: The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONT

Sen Regular

USAGE: The secondary font compliments your primary font. This will be used on subheadings and body copy.


SUPPORTING FONT

ZUUME ROUGH BOLD

USAGE: Use to compliment the other font and to make things stand out, for example infographics, numbers or one of titles.

BRAND ASSETS

We have multiple tracks we can use throughout websites, stationery, packaging, printed materials, social posts etc as you can see from the example below.



NOTES ON DESIGN

- Where possible, please always try to use the logo displayed on the quarterly report example above (white and yellow on a red background.)
- Never use the supporting font (ZUUME Rough Bold) in large chunks of text or long titles. It should be used only in small areas.
- Always aim to keep at least half the height of the track assets on display. These can be full colour or lower opacity like in the document example above.