



Brand Guidelines

December 2024



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Logo variations









Logo guidelines



Do NOT stretch or squish in any way



Do NOT add any drop shadows or effects



Do NOT change the colour



Do NOT use on busy backgrounds



Do NOT angle the logo



Do NOT attach taglines to the logo



Do NOT use against a low contrast background



Do NOT alter the proportions



Do NOT add a background shape

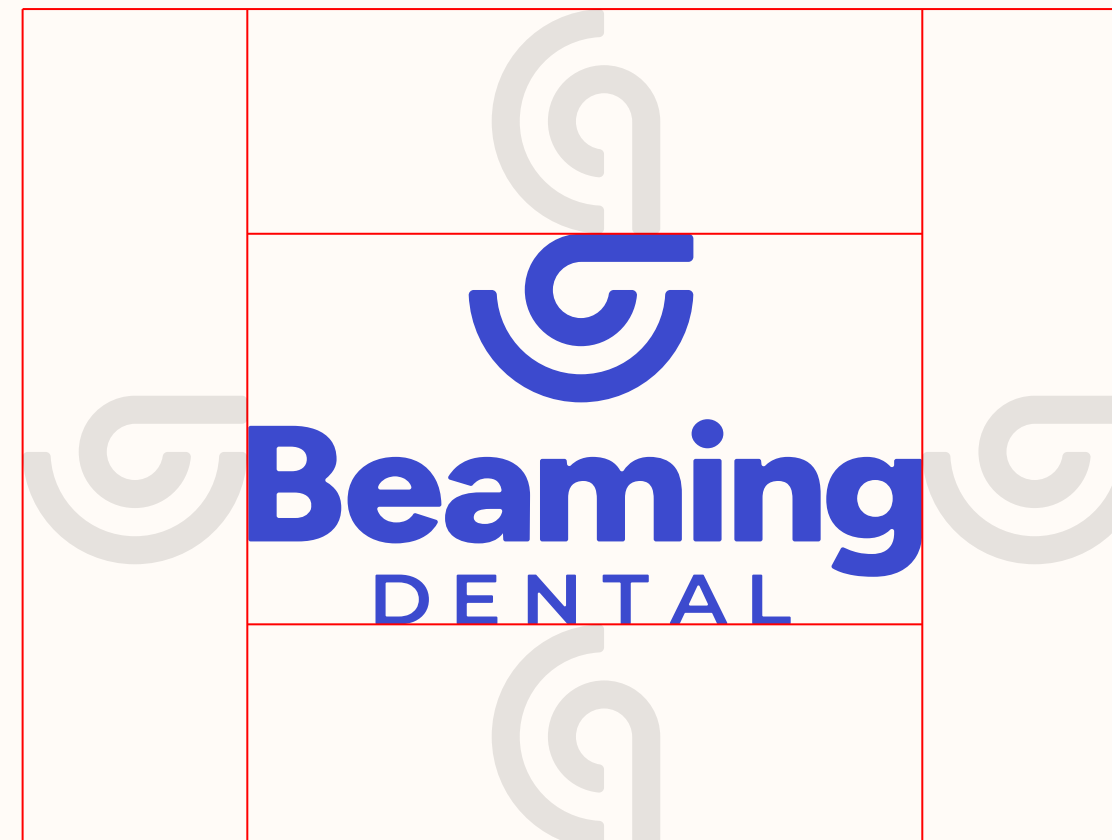


Do NOT change the font



The logo safe zone is a guideline to help ensure that the logo does not get encroached upon by other elements in a layout such as graphics, text, sponsors, etc.

Use the width of the symbol portion of the logo as a reference for the size of the safe zone. No other elements should fall within this area.





Typography



The brand font is Figtree.

Typically the bold weight should be used for headlines, the light weight should be used for subheadlines and the regular weight should be used for body copy. Depending on the layout, there might be exceptions to these rules, but they are a good initial guideline to keep communication clear and consistent throughout the brand.

This font is a Google font, you can click the button below to download the font file:

[Download font](#)

Figtree Bold
Figtree Regular
Figtree Light



Text size will vary depending on the usage/layout, but referencing this system helps to keep things balanced and ensure that branded materials have a cohesive look.

Using the height of a capital letter in the body copy as our reference (1x), we can use multiples of this to determine the size of the headline, subheadline and the spacing between each element.

The recommended capitalization rule for headlines and subheadlines is sentence case. This means that only the first letter of the first word, and proper nouns should be capitalized.

4x

4x

1x

Headline goes here

Body copy goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat do eiusmod tempor.

4x

4x

2x

3x

1x

Headline goes here

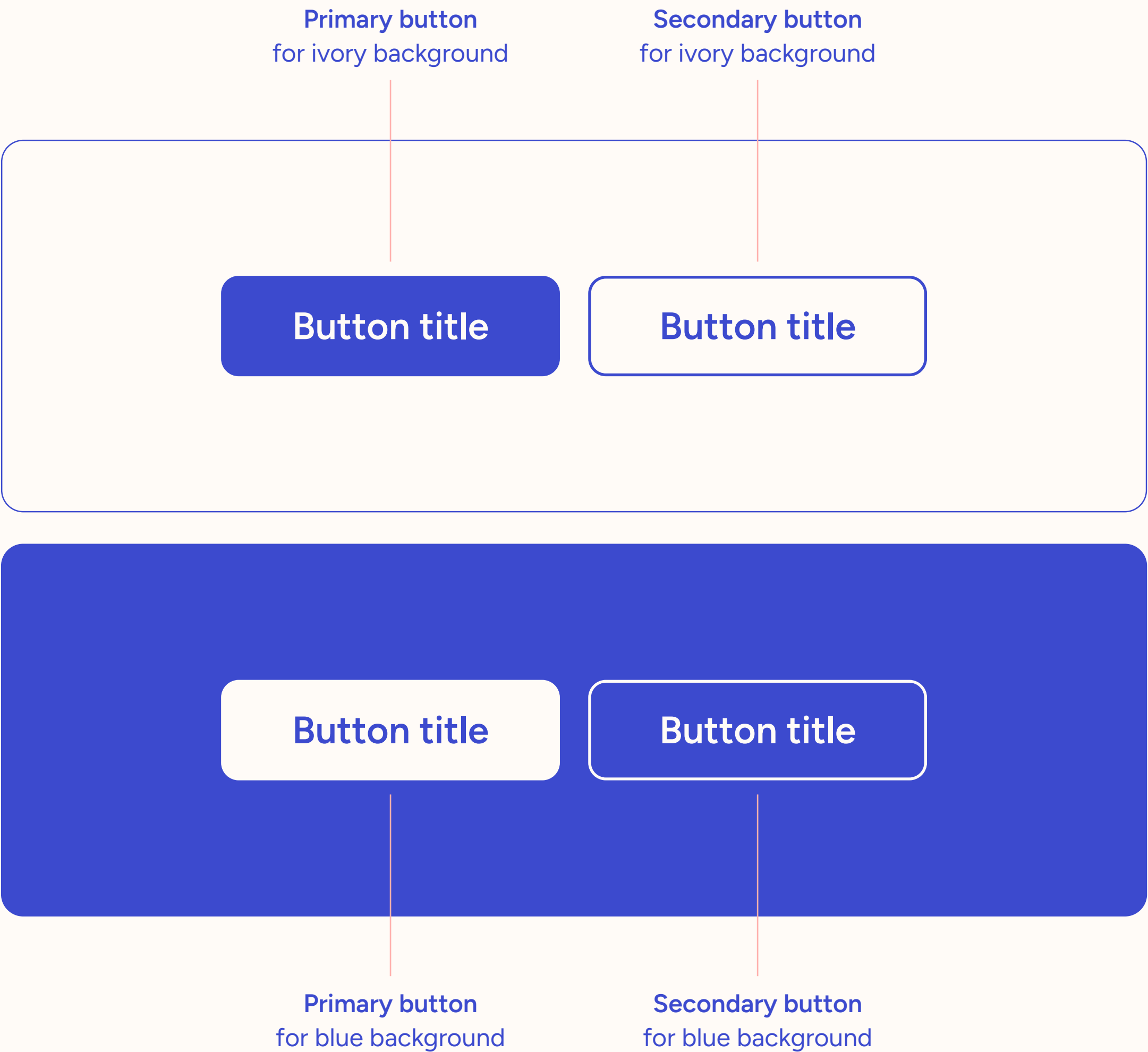
Subheadline goes here

Body copy goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat do eiusmod tempor.



There are four types of button styles for the website. A primary and secondary button for use on blue backgrounds, and a primary and secondary button for use on ivory backgrounds.

The font weight should be Figtree SemiBold. The corners on all buttons should be rounded. Use sentence case capitalization for button labels with a comfortable amount of padding on each side.





Colour



The main palette consists of two colours:

Beaming Blue and Ivory. These two colours are the foundation of the brand colour palette and should be the main focus in the majority of assets.

The secondary palette consists of four colours:

Bubble Gum, Grape, Mint, and Peach. These four colours should be used sparingly and strategically as accents. They can be used to support campaigns, highlight secondary offerings and to draw attention when used in icons, labels, and illustrations.



Beaming Blue

Hex: #3C4ACE
RGB: 60 74 206
CMYK: 82 75 00 00



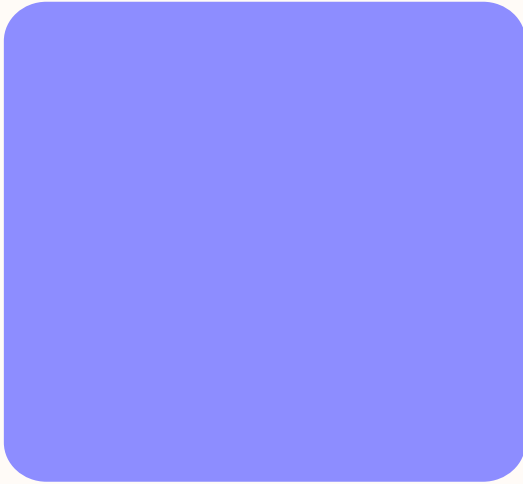
Ivory

Hex: #FFFBF7
RGB: 255 251 247
CMYK: 00 01 02 00



Bubble Gum

Hex: #FF8D8D
RGB: 255 141 141
CMYK: 00 56 32 00



Grape

Hex: #8D8DFF
RGB: 141 141 255
CMYK: 49 45 00 00



Mint

Hex: #7EE0D6
RGB: 126 224 215
CMYK: 45 00 22 00



Peach

Hex: #FFAD8D
RGB: 255 173 141
CMYK: 00 39 41 00



Photography



Use images that:

- Are high resolution and clear
- Feel natural and have genuine expressions
- Represent diversity in age, race and gender
- Offer natural light and bright scenes
- Have neutral colours or compliment the main brand colours



Don't use images that:

- Are pixelated or blurry
- Portray negative emotions or feelings
- Are overly cluttered or confusing
- Have watermarks on them





Application examples







