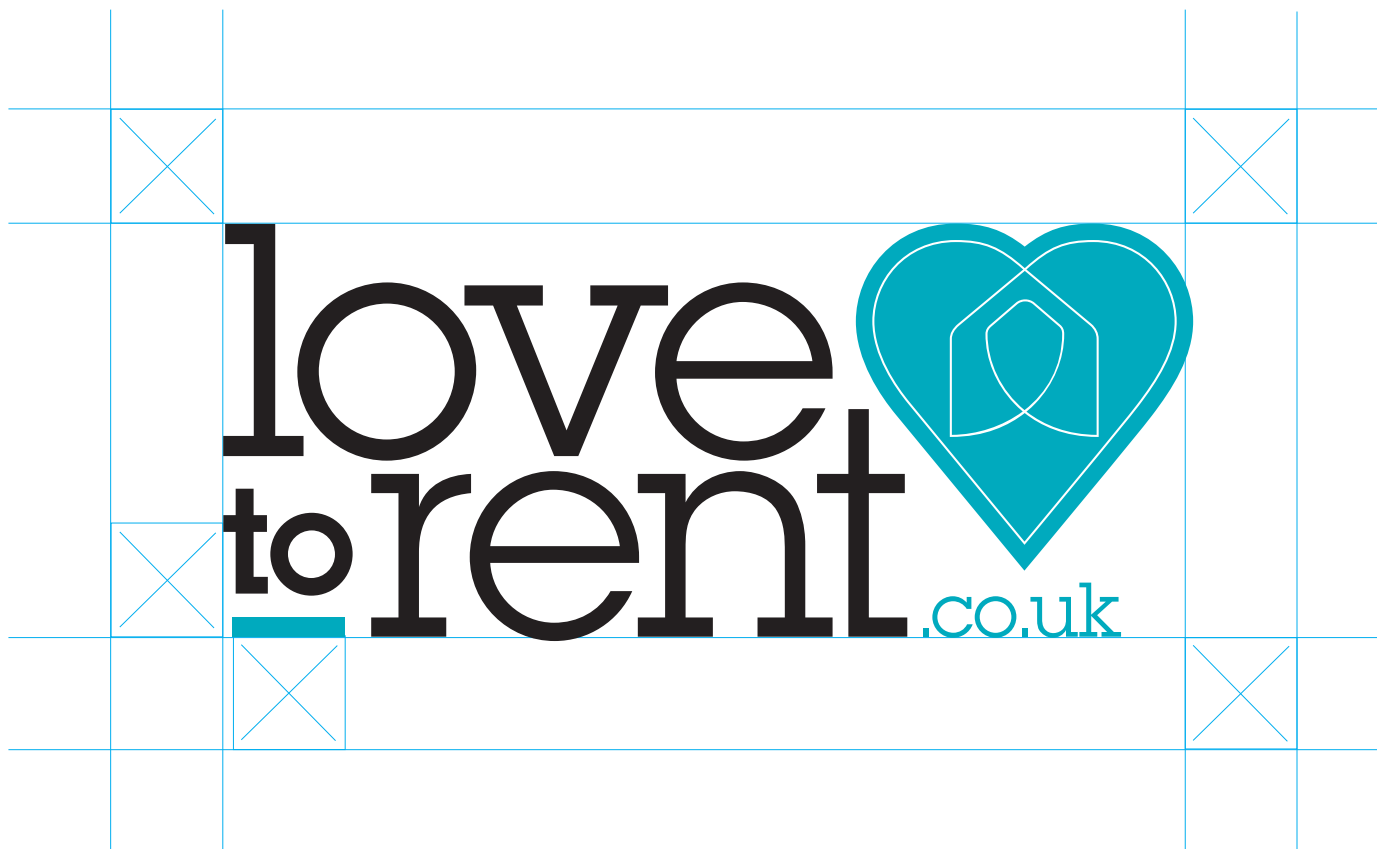

OUR QUICK LOOK
STYLE GUIDE

OUR LOGO... We love to use this one!



OUR LOGO... We like our own space



OUR LOGO... Works both ways!



USED ON LIGHT BACKGROUNDS

USED ON DARK BACKGROUNDS



OUR ALTERNATIVE LOGOS... When needs must!



SQUARE OPTION

(Only to be used for social media badging)



LANDSCAPE OPTION

(Only to be used when on size restricted design)



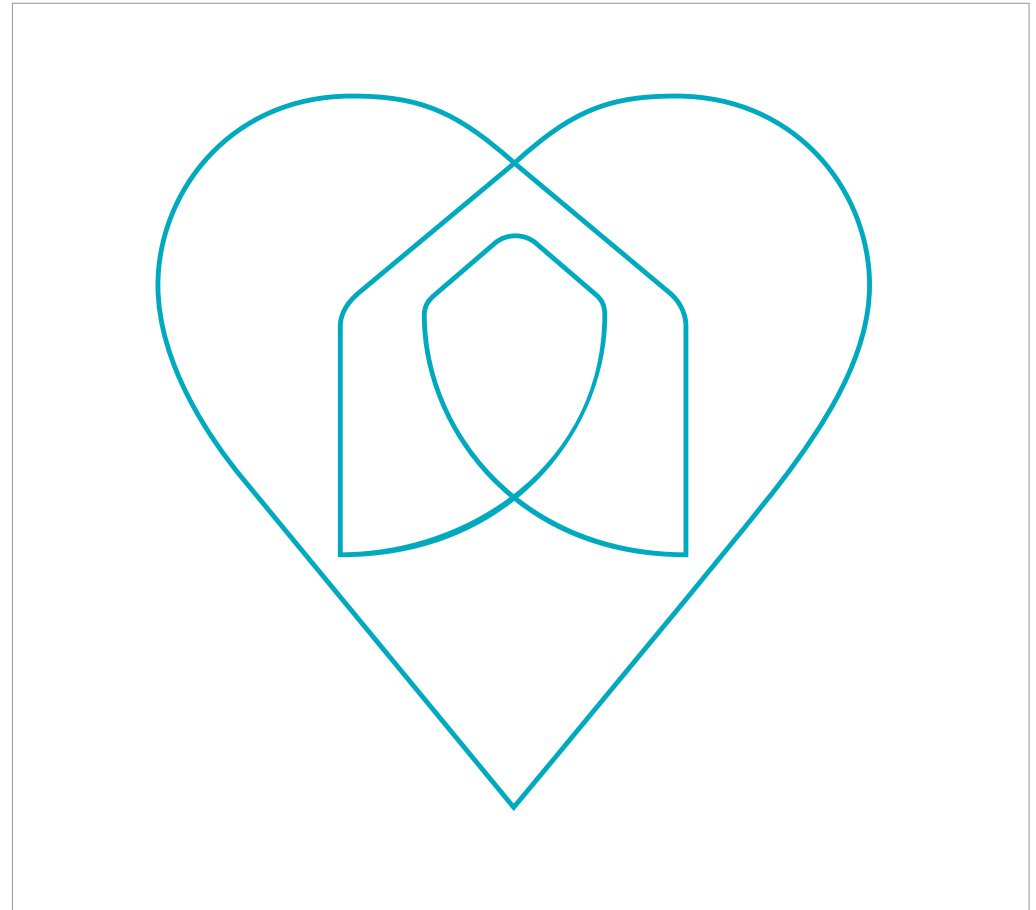
OUR ICON... We love it!



SOLID VERSION



LINE VERSION



OUR LOGO ON IMAGERY If you can't see it ... No one else can!



YES



YES



NO



NO



OUR COLOUR



PANTONE 121-8C	C100 M0 Y29 K0	R0 G156 B182	BLACK
TINT 50%	TINT 50%	TINT 50%	TYPE BLACK 50%
TINT 25%	TINT 25%	TINT 25%	BACKGROUND C3 M3 Y5 K0

OUR FONTS... Clean & Precise



AVENIR LT 95 BLACK HEADLINE

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345678910 ! ? # * " ' { } [] () @ £ \$ % & ® ©

SAY HELLO

AVENIR LT 65 MEDIUM SUB HEADS

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345678910 ! ? # * " ' { } [] () @ £ \$ % & ® ©

SAY HELLO

AVENIR LT 55 ROMAN BODY TEXT

Aa

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345678910 ! ? # * " ' { } [] () @ £ \$ % & ® ©

SAY HELLOD landellores nist, escium facerrum veliquas aliquodi voloriat dolorep ernatiam il excere peritiur, que cone niet, se estem et ipsapid exceatiae arit, que id maion renti into cumquia dent et esequi dit fuga. Itiis accum que dolupta spelibusdam denis ellabores ad quaesse nienienti voluptam et ommo berov- idenis ma etuUr, iditas dolum, quam aliquam aut voluptae sit

OUR IMAGE ... Fresh, Bright & Aspirational



OUR LIFESTYLE IMAGE ... Aspirational & Natural



OUR ICONOGRAPHY STYLING

ICONS FROM (FONT AWESOME) <https://fontawesome.com/icons>

