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1. Our Logo

OUR LOGO

Our logo is our core identifier, it's a unique mark which we use across all our materials.



Do not adjust the layout of the logo in any way.

Do not stretch, rearrange, or distort the logo in any way.

Legibility should always be the prime consideration when choosing a logo colour.

When applying the logo to coloured backgrounds always ensure there is sufficient contrast between the background colour and the logo.

OUR LOGO

Submark

This version of the logo should be reserved for small application areas



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Do not stretch, rearrange, or distort the logo in any way.

Legibility should always be the prime consideration when choosing a logo colour.

When applying the logo to coloured backgrounds always ensure there is sufficient contrast between the background colour and the logo.

APPLYING THE LOGO

When applying the logo please ensure that there is enough negative space surrounding the logo to preserve clarity of the brand.

The minimum space required around the logo is indicated by the diagram.

The minimum size of the logo should never be smaller than 25mm to preserve the clarity of the logo.

Do not adjust the layout of the logo in any way.

Do not stretch, rearrange, or distort the logo in any way.



←→
25mm Wide

COLOUR VARIATIONS

Do not adjust the layout of the logo in any way.

Do not stretch, rearrange, or distort the logo in any way.

Legibility should always be the prime consideration when choosing a logo colour.

When applying the logo to coloured backgrounds always ensure there is sufficient contrast between the background colour and the logo.

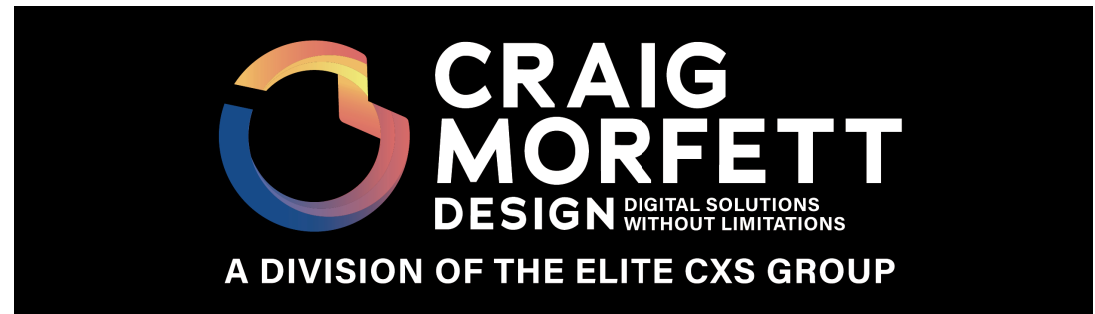
File Formats

The logo kit contains three file formats – EPS, JPEG and PNG

EPS – High resolution, CMYK files for print use
EPS files are vector graphic files and can be blown up to any size without loss of resolution. These files should be used wherever possible, especially in printed materials.

JPEG – Mid resolution, RGB files for on screen use
The black version of the logo is available in a medium resolution JPEG for use larger in screen based applications such as PowerPoint and online.

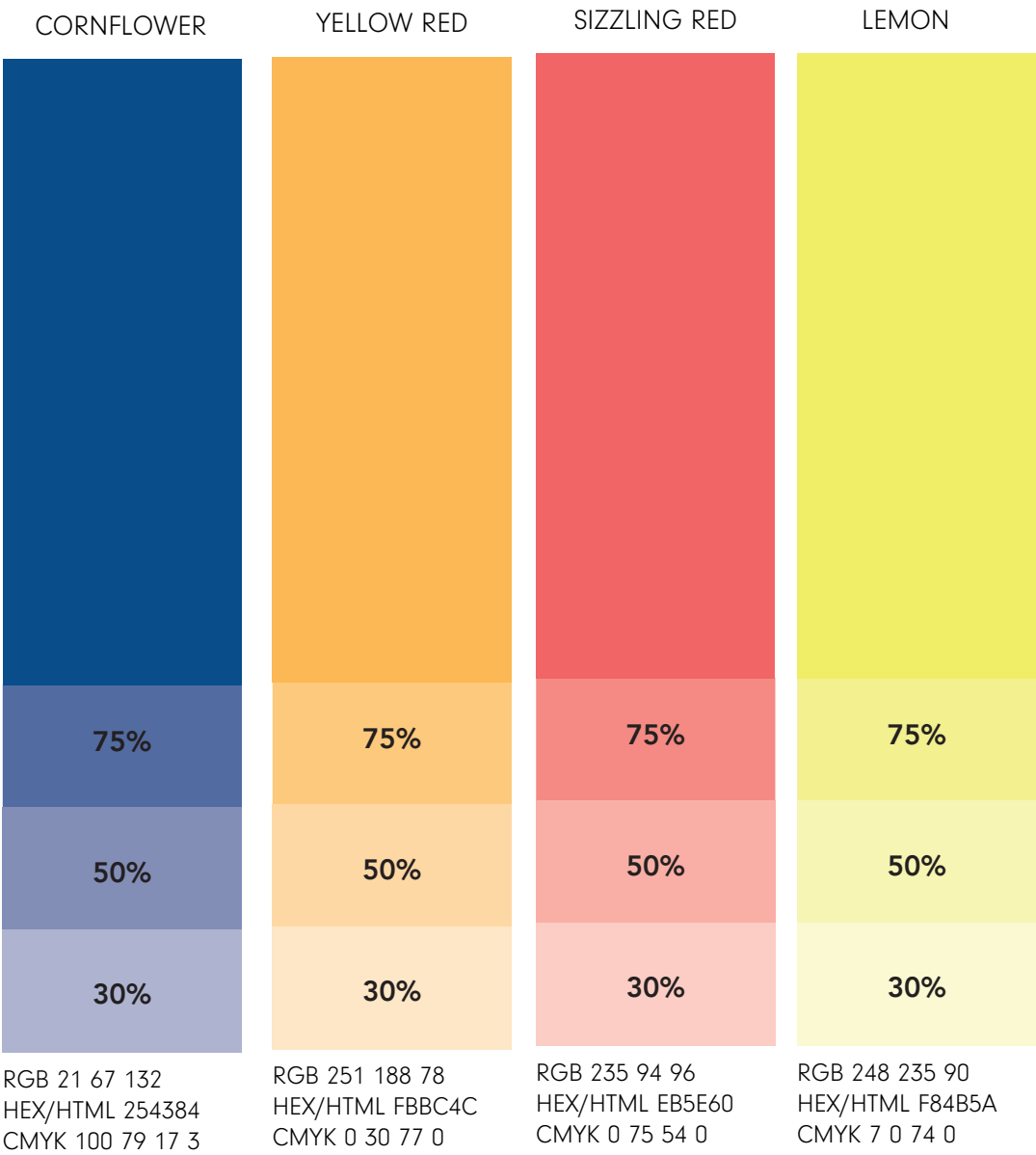
PNG – Low resolution, RGB files without background for on screen use
PNG files are used for all screen based applications such as PowerPoint and online, these files come without a background so can be applied over coloured backgrounds.



2. Colour Scheme

COLOUR SCHEME

Please do not deviate from these colours, they can be used in a variety of opacities.



TYPOGRAPHY

The Acumin Pro and Adrianna font families are available on Adobe fonts. If you are unable to access this font please find the closest clean sans serif alternative.

When using this font please do not extended the kerning more than +75.

Acumin Pro REGULAR

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG'S BACK

the quick brown fox jumped over the lazy dog's back

1234567890

!@£\$%^&*()_-=+{}[]:;'"|\\?/><.,

Adrianna BOLD

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG'S BACK

the quick brown fox jumped over the lazy dog's back

1234567890

!@£\$%^&*()_-=+{}[]:;'"|\\?/><.,

Thank you, if you have any questions in regards to our brand guidelines please do not hesitate to get in touch.

Craig Morfett
hello@craigmorfett.com

