

# LINDSAY DOWNTOWN BIA | BRAND GUIDELINES

## Logo

Stacked



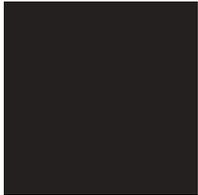
Horizontal



Circle



## Colours



#23201F



#D75230



#5160A7



#E6A840



#F0DB45



#B4C94D



#FAE9C7

SECONDARY



#8E3522



#37416B



#926A29



#A38F32



#828C38

## Fonts

### Heading

**ARPONA EXTRA BOLD**

**A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0**

### Subheading

FUTURA MEDIUM

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Body Text

MONTSERRAT

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o  
p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

