

Brand usage guide

This guide contains our essential brand usage rules, including approved logos, colors, and naming conventions.

Logo use

1

Use supplied files.

Always use the provided vector files (SVG or AI). Do not use screenshots or low-resolution images.



Full logo



Mark

2

Allowed colour variations

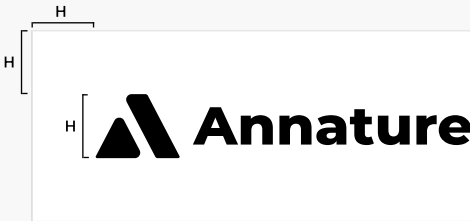
Black or Full colour dark logo/mark on light backgrounds, and; White or Full colour light logo/mark on dark backgrounds.



3

Clear space

Always maintain clear space around the logo. This is calculated as a margin of 1 x logo height around all edges.



Colour palette

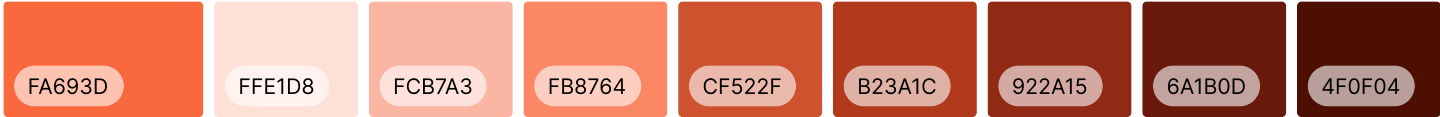
Primary Purple



Secondary Green



Secondary Orange



Typography

Agrandir Narrow Licensed, variable font

Headings & call-outs

The people behind every scribble.

Aa

Alas, poor Yorick! I knew him, Horatio, a fellow of infinite jest, of most excellent fancy. He hath bore me on his back a thousand times!

Switzer Licensed, variable font

Paragraphs & body copy

The people behind every scribble.

Aa

Alas, poor Yorick! I knew him, Horatio, a fellow of infinite jest, of most excellent fancy. He hath bore me on his back a thousand times!