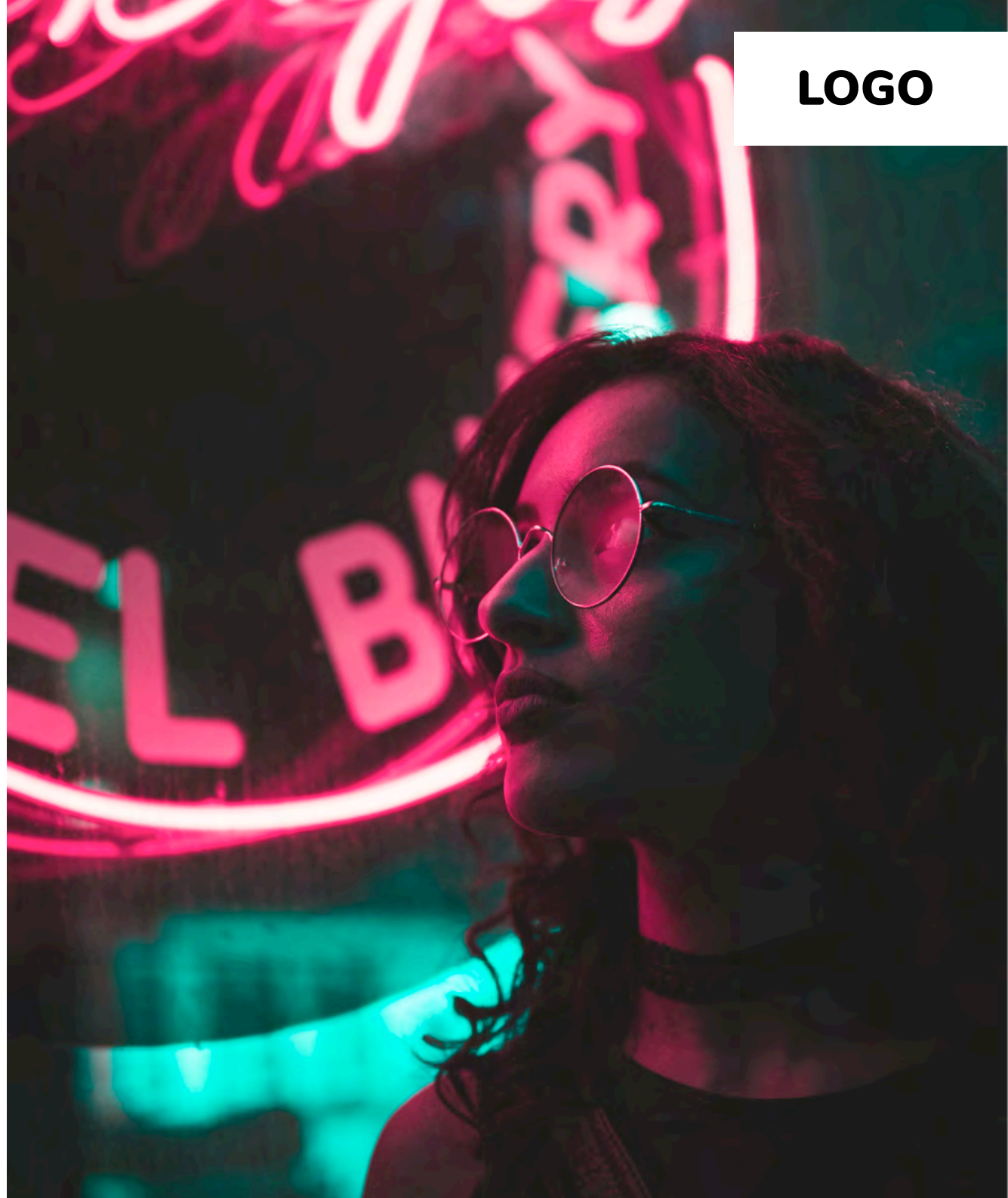


Brand Style Guide

Version 1

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Mission

This is our brand mission.

It is the mantra that we live by and guides everything that we do. If our activities and attitudes contribute towards this, then we are doing the right thing.

We have designed this specifically to connect with our customers and partners who will share in our collective vision and the impact it will have.

**Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.**

Values

These are the core 3 values that we live by. They are the underlining pillars that when fulfilled will help us ensure we are on track to achieve our mission. They ultimately connect us with our customers and act as a guide for how we conduct our business.

Adjective 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Adjective 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Adjective 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



LOGO

Logo

Our logo is our flag. It is the symbol that instantly shows who we are and will stand out against the competition.

It is a symbol of our beliefs and core values. Alone it will not gain meaning, this is delivered as we fulfill our promise to our customers and gain trust.

Logo

Our logo must always be clearly legible and have the space to stand out. This means ensuring it is on backgrounds that contrast and don't hinder its impact.



LOGO



LOGO



LOGO



LOGO

Colour Palette

Color plays in incredibly important role in our brand identity system. Every color and shade has been chosen for a specific purpose and plays a vital role as we build our brand in our communications.

			<p>Light Neutral</p> <p>RGB: 188 188 188 Hex: BCBCBC</p>
<p>Primary</p> <p>RGB: 188 188 188 Hex: BCBCBC</p>	<p>Secondary</p> <p>RGB: 188 188 188 Hex: BCBCBC</p>	<p>Highlight</p> <p>RGB: 188 188 188 Hex: BCBCBC</p>	<p>Dark Neutral</p> <p>RGB: 188 188 188 Hex: BCBCBC</p>

Fonts

The fonts we implement through our comms represent the distinct identity of our brand.

These have been chosen specifically because of the personality that they bring to the written word. Do not use fonts that are not defined here - to do so would be damaging to the overall perception of the brand we want to convey.

Heading font

Helvetica 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
! @ £ \$ % ^ & * () _ +
~ < > ? : " | { } []

Paragraph

Open Sans Light

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
! @ £ \$ % ^ & * () _ + ~ < > ? : " | { } []

Heading

Sub-heading

Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ac arcu congue, semper lectus et, rhoncus nisl. Nulla facilisi. Donec rhoncus eros consectetur, efficitur felis quis, efficitur ex. Etiam accumsan molestie vehicula. Duis lacinia diam quam, a feugiat velit interdum rhoncus. Nulla viverra varius leo, vitae egestas enim ultrices nec. Sed semper lacinia lacus, in lacinia felis molestie non.

Paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec ac arcu congue, semper lectus et, rhoncus nisl. Nulla facilisi. Donec rhoncus eros consectetur, efficitur felis quis, efficitur ex. Etiam accumsan molestie vehicula. Duis lacinia diam quam, a feugiat velit interdum rhoncus. Nulla viverra

Typography

For consistency, we have set the following weighting of our fonts for headlines and paragraph copy. This is a deliberate design decision to ensure our audience's attention is drawn to the right place at the right time as they engage with our communications. Headlines especially should be used sparingly and brevity is preferred for strong impact.

Photography

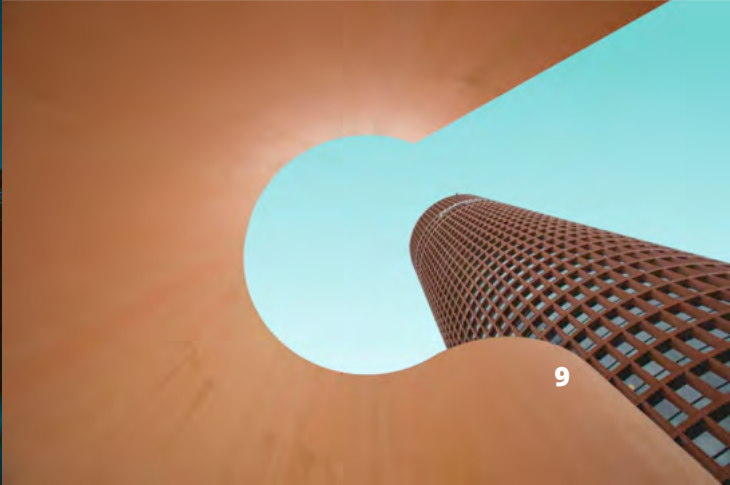
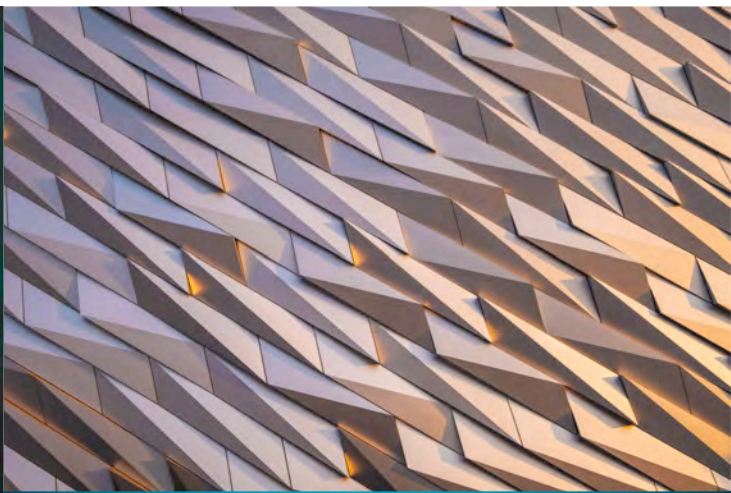
Our style of photography style represent who we are; providing an instant visual connection with our customers and their world.

The images we use across our communications will play different roles depending on the mood and the message that we want to convey.



Look Book

As we start out, the photography that we use will help give direction to the look and feel of our brand. This is a moodboard that represents our sense of style and art direction for imagery. Where we haven't been able to produce photography ourselves, we have supplemented with images that portray the world our brand will thrive in.



Our Story

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.

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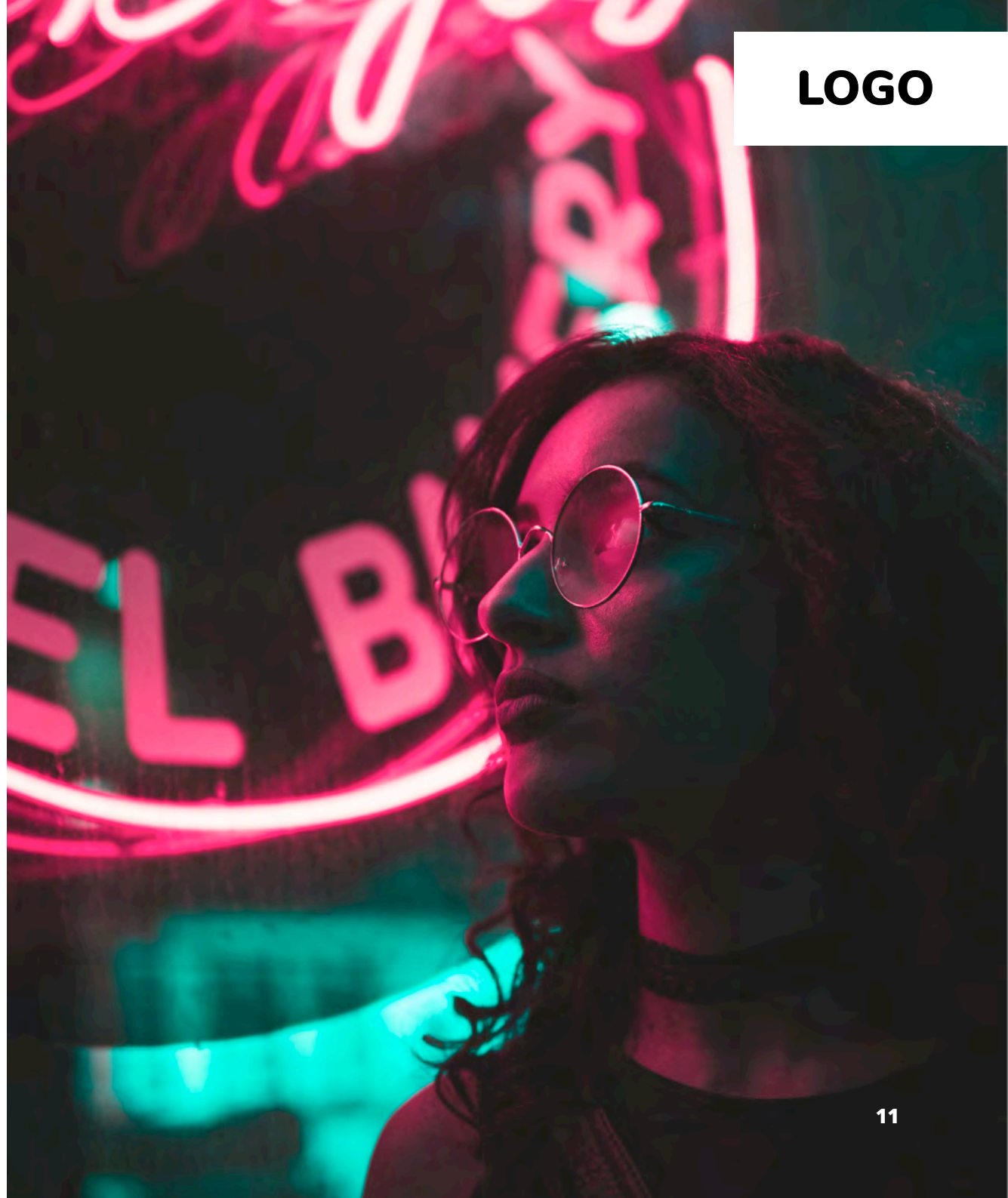
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Archetype

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu lectus in elit vestibulum egestas nec ut mauris. Donec ullamcorper laoreet est, et sagittis lectus faucibus vitae. Nam eu lectus in elit vestibulum egestas nec ut mauris. Donec ullamcorper laoreet est, et sagittis lectus faucibus vitae.

Persona

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu lectus in elit vestibulum egestas nec ut mauris. Donec ullamcorper laoreet est, et sagittis lectus faucibus vitae. Suspendisse malesuada hendrerit sagittis. Pellentesque vel dui ac nisi interdum aliquet vestibulum eu ipsum.



Tone of Voice

Nam eu lectus in elit vestibulum egestas nec ut mauris. Donec ullamcorper laoreet est, et sagittis lectus faucibus vitae.

ADJ 1 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu lectus in elit vestibulum egestas nec ut mauris.

ADJ 2 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu lectus in elit vestibulum egestas nec ut mauris.

ADJ 3 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu lectus in elit vestibulum egestas nec ut mauris.

We make awesome.

LOGO