

Your Brand Guideline Sheet

Logo Suite

It's crucial your logo is adaptable to various spaces. To achieve this, you have different logo variations.

Primary.

This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.



Submark.

Additional variation. Used on websites, printed materials and where space allows it.



Secondary.

When the primary logo doesn't fit. Used on websites, printed materials and larger elements.



Logo Mark.

Used for smaller spaces like Social media profile pictures, stamps, favicon etc.



Color Palette

The color palette consists of primary, secondary, and accent colors, each carefully selected to convey your brand's identity. **CMYK:** Used for printed materials. | **RGB:** Used on-screen and for web design. | **HEX Code:** Used on-screen and for web design.

<p>White</p> <p>CMYK C: 0 M: 0 Y: 0 K: 0 RGB R: 255 G: 255 B: 255 HEX #ffffff</p>	<p>Tulum</p> <p>CMYK C: 7 M: 11 Y: 14 K: 0 RGB R: 234 G: 222 B: 212 HEX #eaded4</p>	<p>Tangerine</p> <p>CMYK C: 0 M: 42 Y: 100 K: 0 RGB R: 255 G: 162 B: 2 HEX #ffa202</p>	<p>Pink</p> <p>CMYK C: 0 M: 92 Y: 41 K: 0 RGB R: 255 G: 52 B: 103 HEX #ff3467</p>
<p>Sea Blue</p> <p>CMYK C: 59 M: 0 Y: 24 K: 0 RGB R: 76 G: 210 B: 209 HEX #4cd2d1</p>	<p>Teal</p> <p>CMYK C: 39 M: 37 Y: 58 K: 18 RGB R: 0 G: 110 B: 104 HEX #006e68</p>	<p>Magenta</p> <p>CMYK C: 36 M: 100 Y: 41 K: 15 RGB R: 150 G: 21 B: 88 HEX #961558</p>	<p>Black</p> <p>CMYK C: 76 M: 71 Y: 62 K: 86 RGB R: 11 G: 10 B: 18 HEX #0b0a12</p>

Brand Fonts

Maintaining consistent typography across your brand ensures recognition and creates memorability. Your fonts have been carefully selected to complement your brand identity, enhancing the overall aesthetic and readability of your materials.

Primary.

Ovo Normal

This is your default typeface & should be used within headers & titles.

Secondary.

INTER NORMAL

This complements your primary font and will be used on subheadings.

Supporting.

Inter Medium

This complements both sets and should be used within body copy.

