



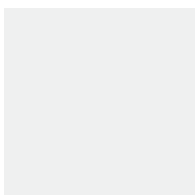
Brand Guidelines

6.9.2015

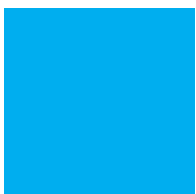
LOGO STYLES:



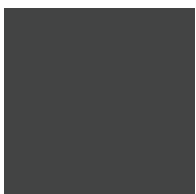
COLOURS:



#EEEEEE
Pantone 663 C
CMYK: (0, 0, 0, 7)
RGB: (238, 238, 238)



#00ADEF
Pantone 292 U
CMYK: (100, 28, 0, 6)
RGB: (0, 173, 239)



#444444
Pantone Black 7 C
CMYK: (0, 0, 0, 73)
RGB: (68, 68, 68)

FONTS:

Archivo Black:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

To be used for headings, not in all-caps

Chivo:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

To be used for sub-headings in all-caps, and
for text using normal capitalisation