

## MAIN LOGO

This is the main logo, it should be used in most situations. Please ensure breathing space around logo. Logo can be white or pink on a background photo, provided it remains legible.



## LOGOS VARIATIONS

Horizontal version can be used whenever the configuration offers the best use of space.



### SYMBOL

The symbol can be used on its own, only if the name appears nearby eg. social media icon, web favicon.



### PRIMARY COLOUR

CMYK - Full colour printing  
RGB - digital/on screen  
#HEX - web  
PANTONE - spot colour printing



C0 M100 Y25 K0  
R229 G0 B105  
#CC0066  
PANTONE 214C

### SECONDARY COLOURS

To be used for design highlights



C0 M45 Y97 K0  
R255 G148 B37  
#F89825  
PANTONE 3588C



C48 M1 Y19 K0  
R131 G193 B192  
#7CC2BD  
PANTONE 4174C

### FONTS USED IN LOGO

GOTHAM HTF  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### WEB FONT

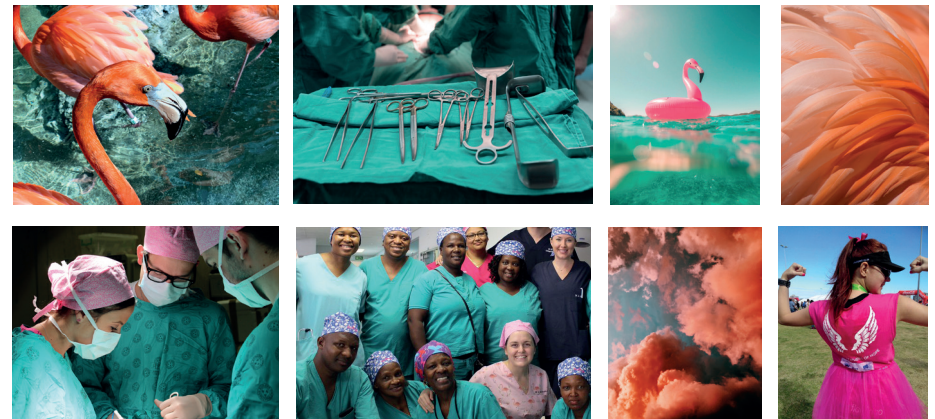
MONTERRAT (Google Free Font)  
abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### SCRIPT FONT

Daydream  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

### PHOTOGRAPHIC STYLE

Choose crisp, clean, graphic images that echo your colour palette please.



**DON'T  
ABUSE  
YOUR  
LOGO**

