

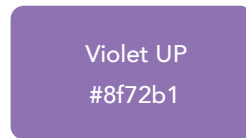


# Style Guide

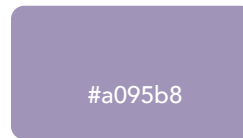
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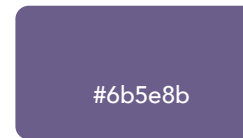
# Brand Colours



Corporate Purple



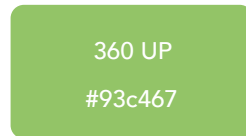
Light Purple



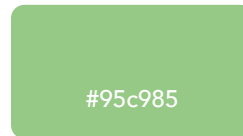
Medium Purple



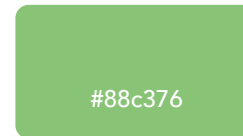
Dark Purple



Corporate Green



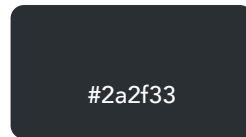
Light Green



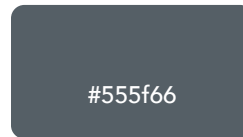
Medium Green



Dark Green



Primary Text



Secondary Text



# Web Colours

|  |  |   |  |  |  |  |
|--|--|---|--|--|--|--|
| <br>#007bff   | <br>#6610f2   | <br>#6f42c1   | <br>#e83e8c   | <br>#dc3545   | <br>#fd7e14   | <br>#ffc107   |
| Blue   | Indigo   | Purple  | Pink   | Red  | Orange   | Yellow   |
| <br>#28a745   | <br>#20c997   | <br>#17a2b8   | <br>#ffffff   | <br>#6c757d   | <br>#343a40   | <br>#007bff   |
| Green  | Teal   | Cyan  | White  | Gray   | Dark Gray  | Primary  |
| <br>#6c757d | <br>#dc757d | <br>#17a2b8 | <br>#ffc107 | <br>#dc3545 | <br>#f8f9fa | <br>#343a40 |
| Secondary  | Success  | Info  | Warning  | Danger   | Light  | Dark   |



# Logo Misuse



# Logo Variations



# Typography

Corporate Font

Avenir Light

Avenir Book

Avenir Medium

**Avenir Heavy**

**Avenir Black**

Web Font

Nunito Sans Regular

**Nunito Sans Bold**

**Nunito Sans Ex Bold**

**Nunito Sans Black**

In instances where system fonts are essential, please use Calibri.



# Iconography

## Rounded Corners

Radius: 4px

## Stroke

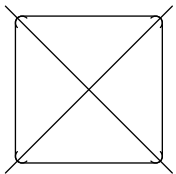
Weight: 0.5px

Cap: Round

Join: Round

Align stroke to centre

## Snap to Grid



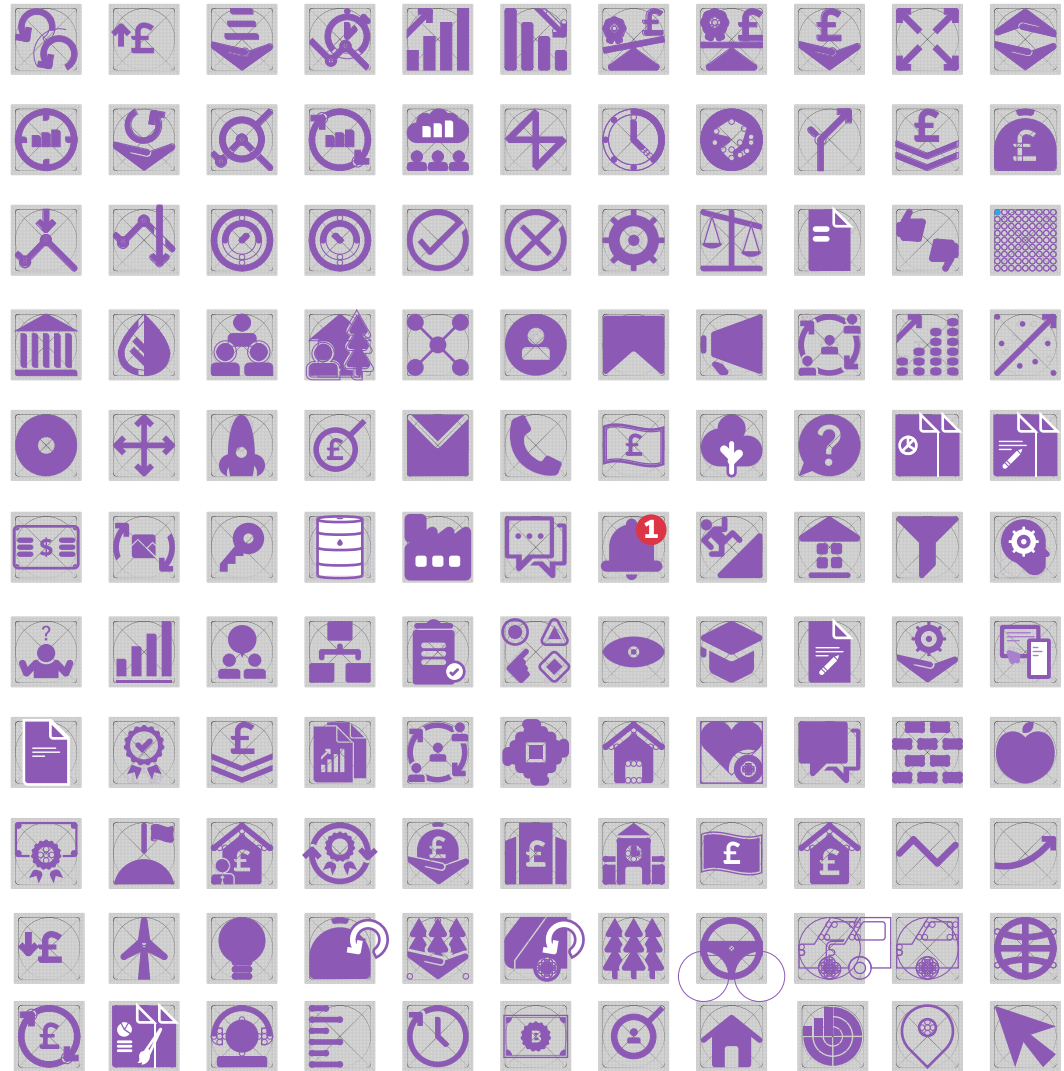
## Circles and Dots

Weight: 0.5px

Cap: Round

Join: Round

Align stroke to centre





# Corporate Stationery



 **Craig Burgess**  
Chief Executive Officer

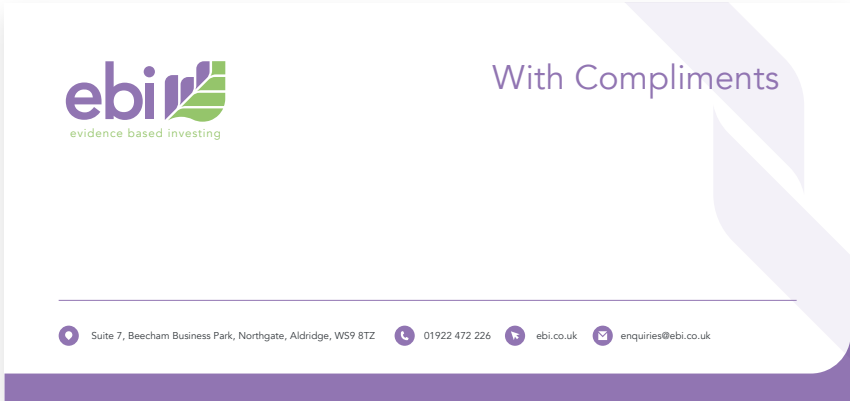
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# Corporate Stationery



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04 August 2020

John Doe  
31 Warwick Avenue  
London, E1 6AN

**DEAR NAME,**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

  
**CRAIG BURGESS**  
Chief Executive Officer

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# In-House Brands





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