Branding Guidelines

Typography

Normal Text: Nitti Grotesk Normal 12pt
Headings: Nitti Grotesk Bold 16pt

Color Guide

Charcoal Grey: #333643
Pink: #FDC9DD
Light Blue: #A6DC0FF
Mint Green: #B7D9AA

Yellow: #FCCD5D
Coral: #CECBFF
Lilac: #FDB5AB
Ivory: #F9F8F4
Main Logo - Large format, Colour.
For use in large print/features, exclusively on branded charcoal background: e.g. website landing page, business cards, posters

Large format, Monochrome Light
For use in large print/features, on all dark background colours except branded charcoal: e.g. Social Media Assets

Small format, Monochrome Light
For use in small print/features, on all dark background colours

Large format, Monochrome Dark
For use in large print/features, on all light background colours e.g. Social Media Assets, Letterheads etc.

Small format, Monochrome Dark
For use in small print/features, on all light background colours