

Retina
International

Branding Guidelines

Typography

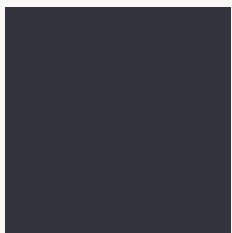
Normal Text

Nitti Grotesk Normal 12pt

Headings

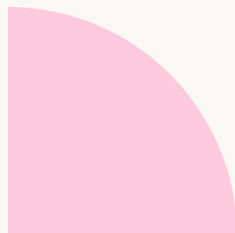
Nitti Grotesk Bold 16pt

Color Guide



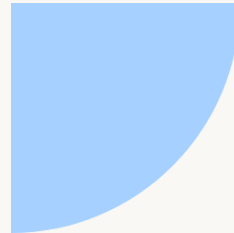
Charcoal Grey

#333643



Pink

#FDC9DD



Light Blue

#A6DC0FF



Mint Green

#B7D9AA



Yellow

#FCCD5D



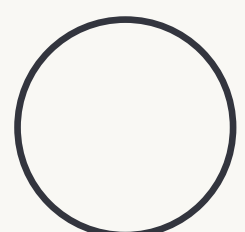
Coral

#CECBFF



Lilac

#FDB5AB



Ivory

#F9F8F4

Logo



Retina International

Main Logo - Large format, Colour.

For use in large print/features, exclusively on branded charcoal background:
e.g. website landing page, business cards, posters



Retina International

Large format, Monochrome Light

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



Retina International

Small format, Monochrome Light

For use in small print/features, on all dark background colours



Retina International

Large format, Monochrome Dark

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



Retina International

Small format, Monochrome Dark

For use in small print/features, on all light background colours