Style guide

Primary logo lockups

Individual lockup examples

Primary brand colours

Pantone
300 C
CMYK
100, 42, 0, 0
RGB
0, 101, 189
HTML
0065BD

Pantone
376 C
CMYK
53, 0, 96, 0
RGB
122, 184, 0
HTML
7AB800

Headline Typeface

The typeface we use for main headlines and secondary headlines is Sparose SVG, it can be used in conjunction with the body typeface Europa as appropriate.

Font is available for download at creativemarket.com/dhanstudio/2814580-Sparose-SVG-Font

Sparose SVG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!@#$%^&*()

Body Typeface

Europa is a versatile sans serif typeface that comes in a variety of weights. It should be used for body text in all external marketing and promotional collateral.

Font is available for download at www.europatype.com **or sync from Adobe TypeKit**

Europa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!@#$%^&*()

Illustrations

The illustrations are used to help bring context to the identity or key message.

Campaign examples in situ