



'Part of Life' Brand Guidelines

LOGO USAGE

OUR LOGO



LOGO COLOURS

PANTONE 308C	PANTONE	CMYK	RGB	WEB
	PMS 308 C	C = 100	R = 0	006892
		M = 5	G = 104	
		Y = 0	B = 146	
		K = 47		
PANTONE 370C	PANTONE	CMYK	RGB	WEB
	PMS 370 C	C = 56	R = 94	5e9732
		M = 0	G = 151	
		Y = 100	B = 50	
		K = 27		
100% BLACK	15% BLACK			

COLOURED BACKGROUND



SINGLE COLOUR



CLEAR SPACE



To ensure its integrity and visibility, the logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space.

MINIMUM SIZE



To ensure legibility of the logo it must never appear smaller than 35mm. There are no maximum size restrictions.

PLACEMENT



Ensure the logo is not placed closer than 10mm to the edge of any document.

COLOUR PALETTE

Colour is a powerful means of visual recognition and identity. By using our distinct brand colours consistently, we will increase awareness of our company by strengthening brand recognition, creating impact and differentiating our programmes and products.

BRAND PRIMARY COLOURS

PANTONE 308C	PANTONE			
	PMS 308 C	CMYK C = 100 M = 5 Y = 0 K = 47	RGB R = 0 G = 104 B = 146	WEB 006892

PANTONE 370C	PANTONE			
	PMS 370 C	CMYK C = 56 M = 0 Y = 100 K = 27	RGB R = 94 G = 151 B = 50	WEB 5e9732

100% BLACK	15% BLACK
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SECONDARY COLOURS

PANTONE 308C	90%	80%	70%	60%	50%	40%	30%	20%	10%
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PANTONE 370C	90%	80%	70%	60%	50%	40%	30%	20%	10%
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100% BLACK	90%	80%	70%	60%	50%	40%	30%	20%	10%
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The colours shown on this page and throughout these guidelines are indicative only. Refer to the current edition of the PANTONE Colour Formula Guide for accurate colours.

PANTONE is a registered trademark of PANTONE, Inc.

FONTS

The choice of type is of central importance to how we express ourselves. Our typefaces set the style and appearance of our brand. They determine the tone of our communications and present a consistent voice and personality to our audiences.

FOUNDARYMONOLINE
ULTRA LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&'"

FOUNDARYMONOLINE
REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&'"

FOUNDARYMONOLINE
REGULAR ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&'"

FOUNDARYMONOLINE
BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&'"

FOUNDARYMONOLINE
EXTRA BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&'"

ARIAL REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&'"

ARIAL BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&'"

Recklman A B C D E F G H I J K L M N
Handtooled O P Q R S T U V W X Y Z
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%&'"

LOGO LOCK-UPS

PRINTNZ LOCK-UP



LENGTH OF THE LINE CAN VARY. PLEASE ENSURE URL IS LEGIBLE AT ALL TIMES.



PARTNER LOCK-UP WITH URL



LOGO MISUSE

DO NOT CHANGE COLOURS



DO NOT CHANGE PROPORTIONS



DO NOT CHANGE COMPOSITION

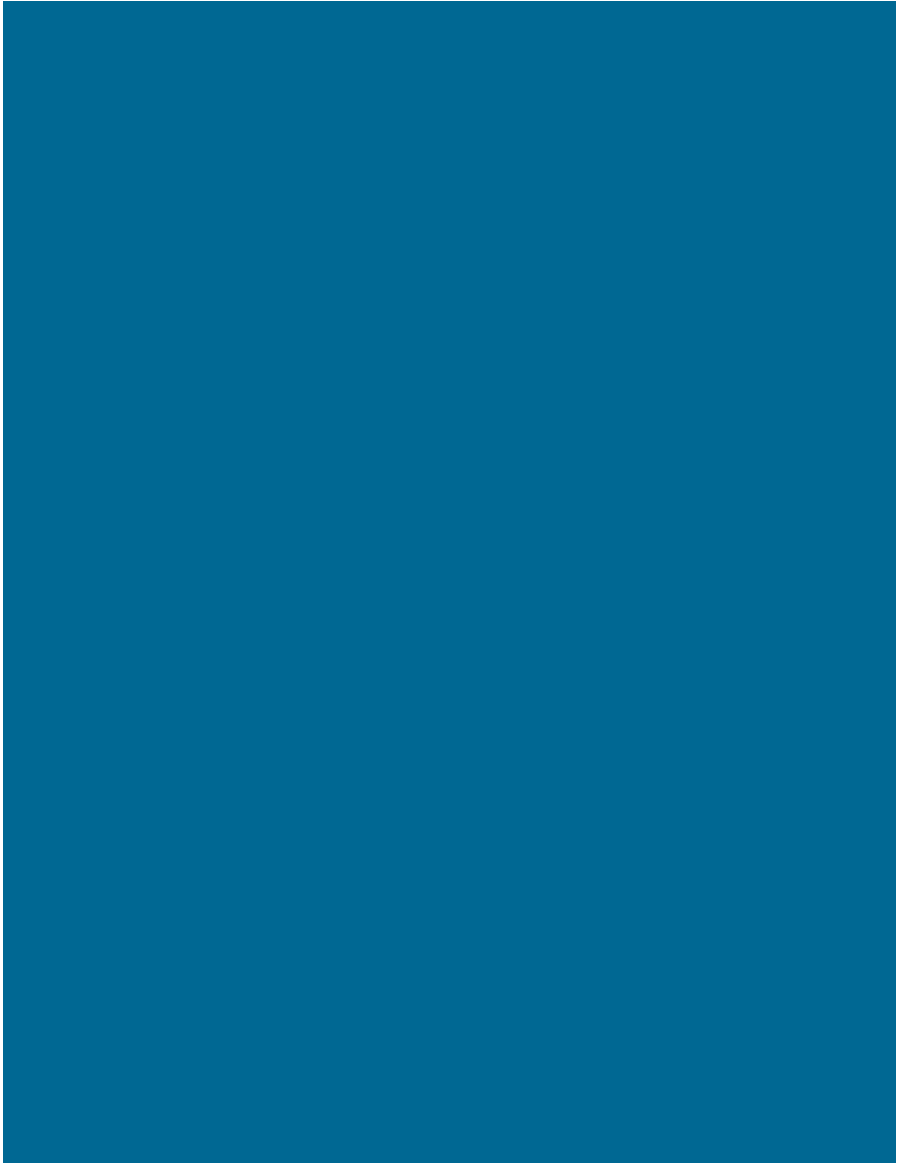


DO NOT CHANGE SCALE



DO NOT USE ON POOR-CONTRASTING BACKGROUNDS





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