

# The Logo Guide

## Typography & Colours

The main fonts and colours for this brand are listed below.

KEEP CALM IS USED FOR HEADINGS AND BOLD HEADLINES

**Keep Calm: The quick brown fox jumped over the lazy dog.**

A LICENCE HAS BEEN PURCHASED. MORE LICENCING INFORMATION HERE:

<https://www.fonts.com/font/k-type/keep-calm/licenses>

RUBIK FONT-FAMILY IS USED FOR CONTENT AND PARAGRAPHING. THIS IS A GOOGLE FONT AND IS FREE FOR USE.

Rubik: The quick brown fox jumped over the lazy dog.

THIS IS AN OPEN TYPE FONT. LICENCING INFORMATION HERE: <https://fonts.google.com/specimen/Rubik/about>

SANCTUARY PLAYGROUND IS AN ACCENT FONT.

*Sanctuary Playground: The quick brown fox jumped over the lazy dog.*

A LICENCE HAS BEEN PURCHASED. LICENCING INFORMATION HERE: <https://www.freefonts.io/sanctuary-playground-font-free/>

HEX: 2D2C2F  
RGB: 45 | 44 | 47  
CMYK: 71 | 66 | 61 | 63

**PANTONE**  
Jet Black (19-0303 TCX)

HEX: F3ECE0  
RGB: 243 | 236 | 224  
CMYK: 4 | 5 | 11 | 0

**PANTONE**  
Egret (11-0103 TCX)

HEX: F7D5CC  
RGB: 247 | 213 | 204  
CMYK: 2 | 18 | 15 | 0

**PANTONE**  
Creole Pink (13-1407 TCX)

HEX: F18070  
RGB: 241 | 128 | 112  
CMYK: 1 | 62 | 52 | 0

**PANTONE**  
2344 C

HEX: 4EC3E0  
RGB: 78 | 195 | 224  
CMYK: 61 | 1 | 9 | 0

**PANTONE**  
637 C

## The Logo

The logo variations are listed below.

PRIMARY LOGO ON WHITE



LOGO WITH TAGLINE



STACKED LOGO



ICON



PRIMARY LOGO ON BLACK



LOGO WITH TAGLINE



STACKED LOGO



ICON

