

# Style Sheet

## Primary Logo



### Usage

This should be used first if space allows for it.

## White Logo



### Usage

This should be used first if space allows for it on coloured backgrounds

## icon



### Usage

Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.

## Colour Palette

### CMYK:

These are the colours used in printed materials.

### RGB:

These are the colours used for digital work

### HEX:

Hex colors are used to define precise colors in digital design, web development, and graphics.

### Background Gradient

CMYK:  
100/100/43/73  
100/100/26/12

RGB:  
29/23/53  
45/39/102

HEX:  
#1D1735  
#2D2766

### First Logo Gradient

CMYK:  
0/95/20/0  
75/100/0/0

RGB:  
231/29/114  
102/36/131

HEX:  
#E61D72  
#662382

### Second Logo Gradient

CMYK:  
7/100/100/20  
0/95/20/0

RGB:  
184/18/16  
231/30/115

HEX:  
#B81210  
#E61D72

### Third Logo Gradient

CMYK:  
0/80/95/0  
0/35/85/0

RGB:  
233/78/27  
249/178/51

HEX:  
#E84E1B  
#F9B233

## Typography:

Mont

**Bold**

Book

**Headline**  
**30Pt**  
**35 Leading**

**Title**  
**15Pt**  
**17 Leading**

**Body**  
**10 Pt**  
**12 Leading**

