

VERSION 1 - 2023



Branding Guidelines

DESIGNED BY EMDESIGN

LOGO FONT - MAIN

Futura Bold

**A a B b C c D d E e F f G g H h
I i J j K k L l M m N n O o P p Q
q R r S s T t U u V v W w X x Y y**

LOGO FONT - SECONDARY

Futura Medium

**A a B b C c D d E e F f G g H h I i J j
K k L l M m N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z**

COMPLIMENTARY FONT

Futura Book

**A a B b C c D d E e F f G g H h I i J j
K k L l M m N n O o P p Q q R r S s T
t U u V v W w X x Y y Z z**

LOGOTYPE.

MAIN LOGO



MAIN LOGO - DARK BACKGROUND



LOGOTYPE.

LOGO COLOURS



NAVY
R:0, G:22, B:137
CMYK: 100,93,14,12



TEAL
R:19, G:145, B:144
CMYK: 82,24,45,2



WHITE
R:255 G:255 B:255
CMYK: 0,0,0,0

CENTER IMAGE LOGO COLOURS



DARK NAVY
R:28, G:31, B:92
CMYK: 100,96,18,37



BLACK
R:3, G:3, B:3
CMYK: 75,68,67,89



BRIGHT TEAL
R:34 G:177 B:168
CMYK: 74,5,40,0

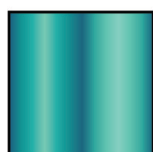


DARK GREY
R:72, G:74, B:76
CMYK: 58,49,46,50



LIGHT GREY
R:88 G:91 B:93
CMYK: 45,36,35,49

NORTHERN LIGHTS



NORTHERN LIGHTS SWATCH
Vector included in brand package

LOGO TYPE.

PROPORTIONS

If you scale the logo, scale the entire logo proportionately, never change or alter the shape of the letters or icon in relation to each other.



CLEAR SPACE

Use the Curling Rock scaled at 75% to ensure clear space.



BACKGROUND

The logo should always appear on a solid background, ideally black or white. If another colour background is required, slight colour alterations can be made to ensure text and image outline are visible, but they should always be one of the main logo colours outlined in this document.

If the logo is being placed on the navy background, use the dark background logo option. If it is being placed on the teal background, keep text in blue and change only the center image outline to white.



The logo should never be placed on a complex image or pattern.

