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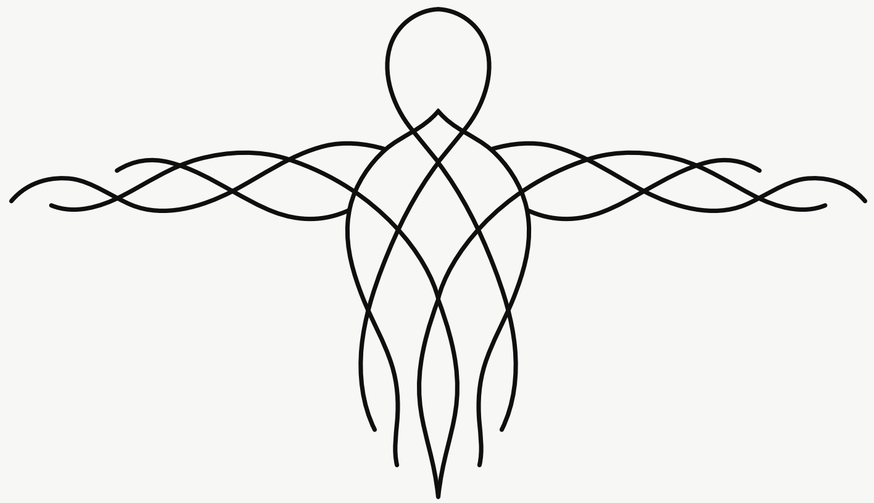
LOGO - PRIMARY

The primary logo is the main logo you will use to represent your brand. It is used the most often and on almost everything including your website, business cards, printed materials, signage etc.



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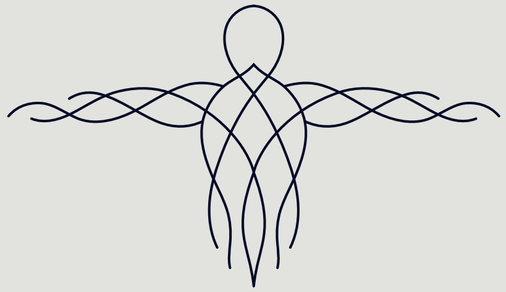
LOGO - ALTERNATIVE COLOUR EXAMPLES



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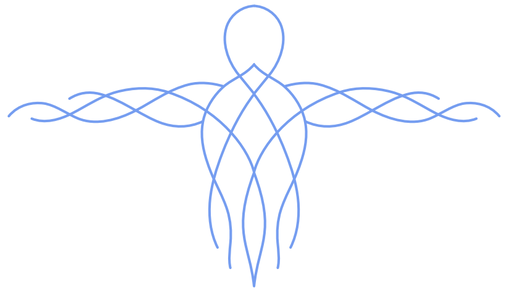

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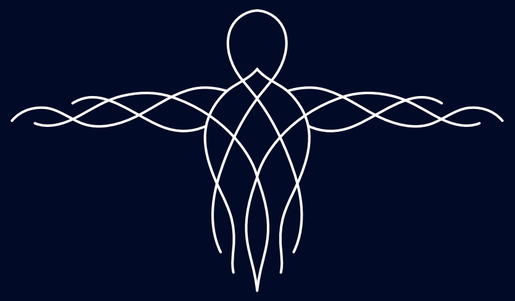

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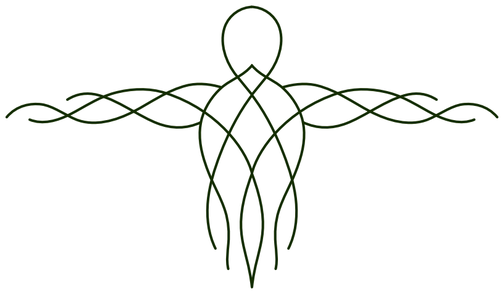

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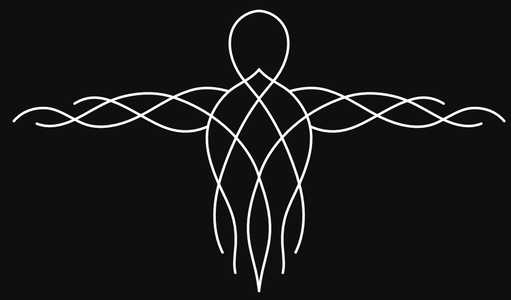

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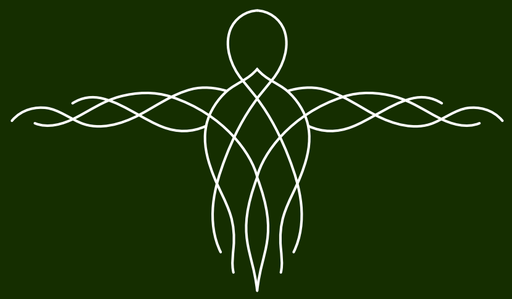

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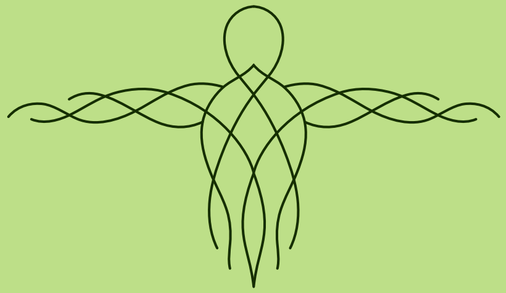

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LOGO - TEXT BASED STACKED

This text based stacked logo is a variation of your primary logo, just re-arranged in a different format. This is to ensure that your logo is always legible for different needs that may arise. For example a stacked logo with fewer elements will work well for small profile icons.

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LOGO - TEXT BASED STACKED - ALTERNATIVE COLOUR EXAMPLES

LOGO - TEXT BASED STACKED - ALTERNATIVE COLOUR EXAMPLES

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LOGO - TEXT BASED HORIZONTAL

A horizontal logo is created to ensure that you have a logo variation that fits and is legible in all circumstances. It can be used on your website, corporate invoice footers and stationary or online and in print where the vertical logo doesn't fit.

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LOGO - TEXT BASED HORIZONTAL - ALTERNATIVE COLOUR EXAMPLES

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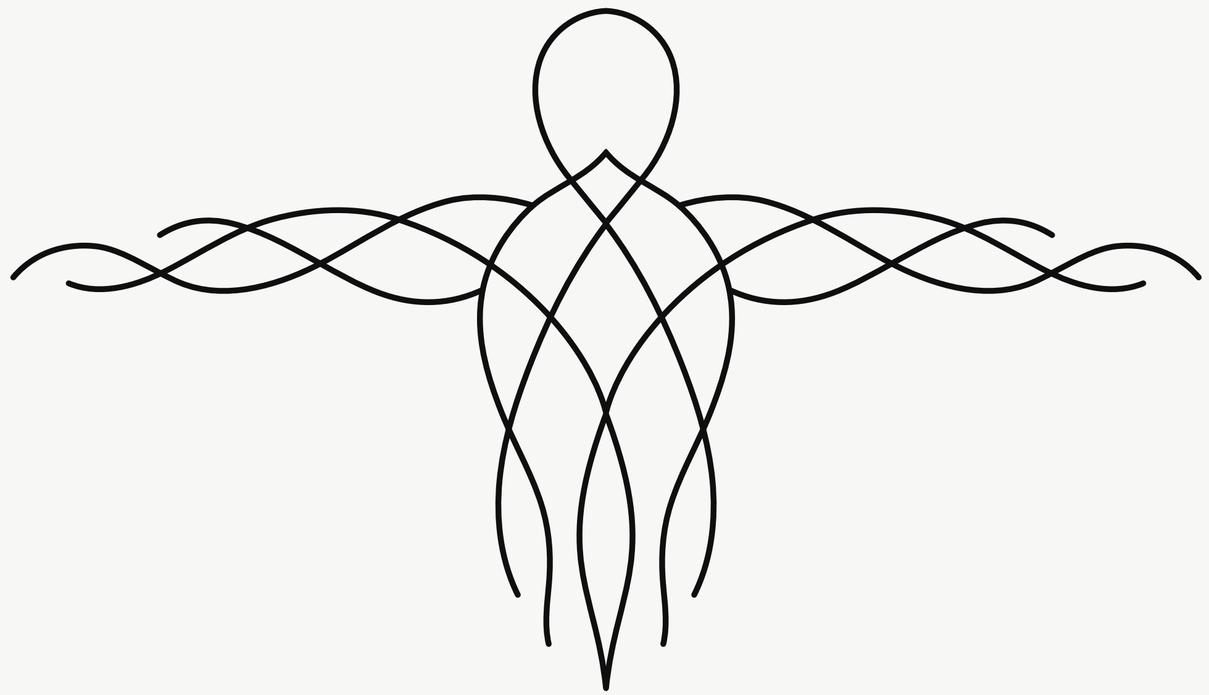

COLOUR PALETTE

Primary colours – inspired by the ocean and the night sky. Calming & trustworthy.

Neutral colours – inspired by the earth and the sand. Warm & grounding.

Secondary colours – inspired by nature. Encouraging & optimistic.

Primary Font – Logo

Satoshi

Satoshi Font Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567891$%&@(,.;?!)

Alternative Font Option

Objectivity

Objectivity Font Family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567891$%&@(,.;?!)