



Funded by
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Brand Guidelines

Logo primary

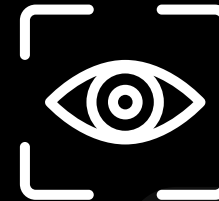
(Full)



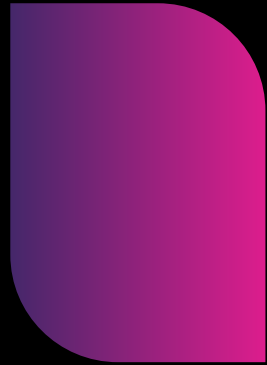
Both the logos can be used in monochrome

Logo secondary

(Logomark)



Logo

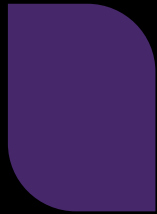


#1

Gradient

#45276a (purple)

#de1d8d (pink)



Purple

#45276a

RGB: 69, 39, 106

CMYK: 87, 100, 25, 16

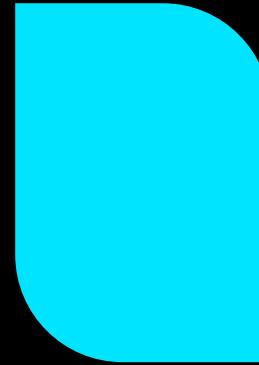


Pink

#de1d8d

RGB: 222, 29, 141

CMYK: 6, 9, 0, 0



#2

Bright blue

#00e4ff

RGB: 0, 228, 255

CMYK: 56, 0, 6, 0



#3

Dark blue

#051630

RGB: 5, 22, 48

CMYK: 95, 84, 49, 64



Futura PT

(Primary typeface)

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&* * (:><?

FUTURA PT font as the main typeface used in the design of digital and print materials. Used as a non-system font.

Century Gothic

(Secondary typeface)

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&* * (:><?

CENTURY GOTHIC font used as a substitute for Futura PT, as it is a system font.



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Example Use