BRAND IDENTITY AT A GLANCE

LOGO USAGE

Classic logo

Proper usage on this version of the logo applies to white/light background.
Do not apply on any kind of red background.

Reversed logo

Proper usage on this version of the logo applies to black/dark background.
The eye brows are filled up; and the pupils are filled
with black and outlined in white.

CLEAR SPACE

COLOUR PALETTE - PRIMARY & SECONDARY COLOURS

Primary colours
This is the exact same colour on the logo.

Santa Red

CMYK	24/100/100/25
RGB	153/27/30
# 991b1e	

Evening Blue

CMYK	100/82/34/21
RGB	10/59/104
# 173c68	

Christris Tree Green

CMYK	43/0/71/44
RGB	82/143/41
# 528f29	

Secondary colours
These colours are accent colours for graphs or sub-heading backgrounds.

Chimney Red

CMYK	0/69/62/17
RGB	211/66/80
# d34250	

Metallic Gold

CMYK	0/14/94/4
RGB	244/209/14
# f4d10e	

Frosted Mint

CMYK	48/0/14/29
RGB	94/182/157
# 5eb69d	