Our brand at a glance

Logos

Colours

Pantone: 280 C CMYK: 100, 67, 0, 38	RGB: 0, 46, 103 Hex: #002e67
Pantone: 144 C CMYK: 2, 52, 96, 0 RGB: 239, 142, 17 Hex: #ef8e11	Pantone: 7697 C CMYK: 77, 23, 19, 3 RGB: 28, 150, 185 Hex: #1A95BA

Typography

Myriad Pro Bold for headlines

Myriad Pro Light for content

All weights of Myriad pro permitted to aid legibility and copy hierarchy

Graphic Devices

Chunky lines and blocks of colour. Dividers that follow the contours of logo elements. Solid panels of opaque colour.

Tone of Voice

- Active
- Inclusive
- Supportive
- Warm
- Evidenced

- Open
- Kind
- Inspiring
- Sensitive
- Human

Photography

- Natural and relaxed
- Active
- Journalistic
- Honest
- Personal

- Capturing emotion
- Warm
- Human
- Colourful