

The Version 1 Brand

MAIN LOGO

This is the main Version 1 Logo. This vertical version should be used in most situations.



VERSION 1



Always:

- Use one of the final, approved files that have been provided.
- Keep ample "clear space" around the logo, separate from other elements/text.



Do Not:

- Move/reconfigure the logo elements.
- Stretch the logo.
- Fill the logo with a pattern.
- Add shading to the logo.
- Change the colours from the approved versions.



Spacing Consideration

The minimum padding between the logo and any other design element can be relatively measured by the height of the '1'.

LOGO VARIANTS



Primary logo

The primary Version 1 logo consists of a combination of a triangular pictorial mark and the Version 1 word mark.



Inverted Logo

The inverted logo can be used against any high contrasting background including photography and video



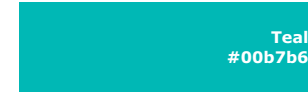
Transparent Logo

The understated transparent logo is an alternative option for overlaying photography.



BRAND COLOURS

Below are the colours associated with the Version 1 brand for both print and digital reproduction.



Primary / Accent

Teal
 CMYK 72, 0, 0, 28
 Hex #00b7b6
 RGB Values R0 G183 B182



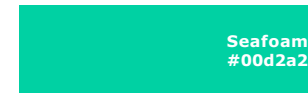
Background Colour

Midnight Black
 CMYK 15, 3, 0, 78
 Hex #113037
 RGB Values R17 G48 B55



Font Colour

Charcoal
 CMYK 0, 0, 0, 69
 Hex #4f4f4f
 RGB Values R79 G79 B79



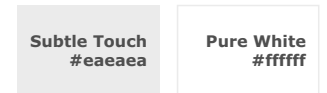
Primary / Accent

Seafoam
 CMYK 82, 0, 19, 18
 Hex #00d2a2
 RGB Values R0 G210 B162



Primary / Accent

Jade
 CMYK 58, 0, 2, 42
 Hex #00938f
 RGB Values R0 G147 B143



Subtle Differentiator

Subtle Touch
 CMYK 0, 0, 0, 8
 Hex #eaeaea
 RGB Values R243 G243 B243



Dominant Colour

Pure White
 CMYK 0, 0, 0, 0
 Hex #ffffff
 RGB Values R255 G255 B255

TYPOGRAPHY

Design Fonts

OXYGEN

Heading Text

ROBOTO

Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

Microsoft Office Fonts

VERDANA

Heading Text

CALIBRI LIGHT

Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz