

BRAND GUIDELINES SHEET

PREPARED FOR NORTHERN VOLT ELECTRICAL

PRIMARY LOGO



SECONDARY LOGO



LOGO MARK



COLOUR PALETTE

CMYK:

They are the colours used in printed materials.

RGB:

This is used on-screen and for web design.

HEX Code:

This colour code is used on-screen and for web design.

LICORICE

Primary Colour

CMYK C: 62 M: 73 Y: 65 K: 77
RGB R: 38 G: 25 B: 26
HEX #26191A

WHITE SMOKE

Secondary Colour

CMYK C: 3 M: 2 Y: 2 K: 0
RGB R: 244 G: 244 B: 244
HEX #F4F4F4

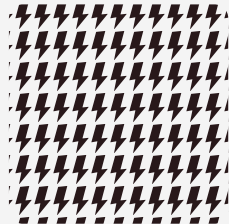
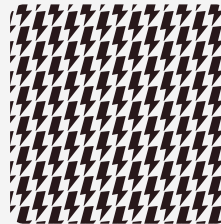
CINNABAR

Complimentary Colour

CMYK C: 0 M: 84 Y: 85 K: 0
RGB R: 235 G: 91 B: 62
HEX #EB583E

BRAND ASSETS

Illustrations can be used on their own or as a pattern swatch. Use this on websites, printed materials, social posts etc.



PRIMARY FONT

Futura

The primary font is your default typeface & should be used within headers & titles.

SECONDARY FONT

Roboto

The secondary font compliments your primary font. This will be used on subheadings and bodies of text.