



Live Vibrantly

# Brand Guidelines

*Design by*

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# Logo Variations



PRIMARY



PRIMARY reversed



BLACK (1-colour)



BLACK reversed



## Colours



GRADIENT

Lightest: C = 7    M = 88    Y = 0    K = 0  
Middle:    C = 47    M = 100    Y = 32    K = 13  
Darkest:   C = 81    M = 93    Y = 41    K = 61



GOLD

C = 25    M = 40    Y = 65    K = 0  
R = 196    G = 154    B = 108  
HEX code: #c49a6c



MAGENTA

C = 0    M = 100    Y = 0    K = 0  
R = 236    G = 0    B = 140  
HEX code: #ec008c



BLACK

C = 0    M = 0    Y = 0    K = 100  
R = 35    G = 31    B = 32  
HEX code: #231f20

## Fonts

Live Vibrantly

PRIMARY

Neuton  
Light

Live Vibrantly

SECONDARY

Encode Sans Narrow  
Light

Live Vibrantly

TERTIARY

Neuton  
Extra Light

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CURSIVE OPTION

Charlotte  
Regular

