



1A

Typography

Helvetica Neue Bold

TradeMarked™

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

Helvetica Neue Regular

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

Helvetica Neue Bold

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

**TradeMarked™**

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TradeMarked™

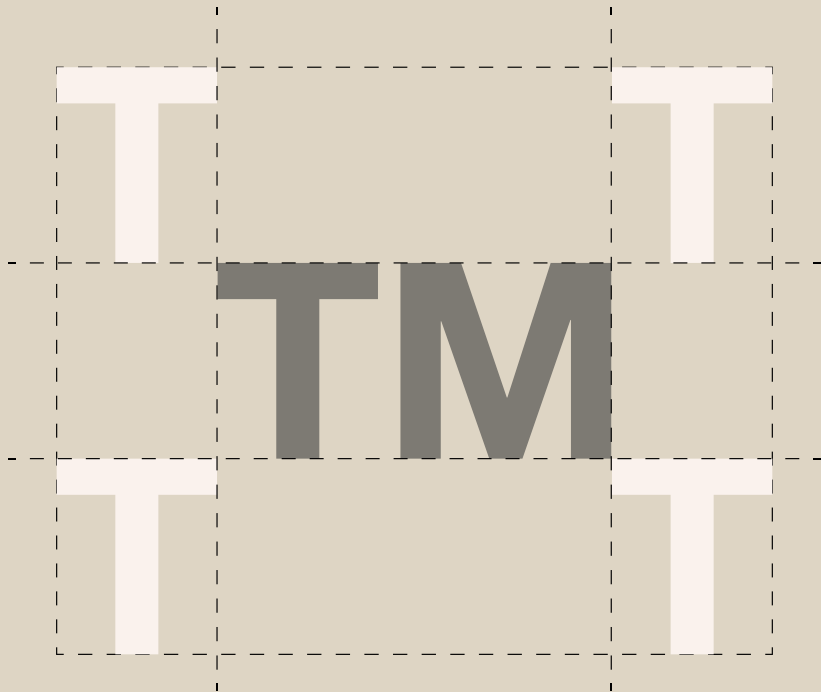
TradeMarked™

3A

Alt Logomark

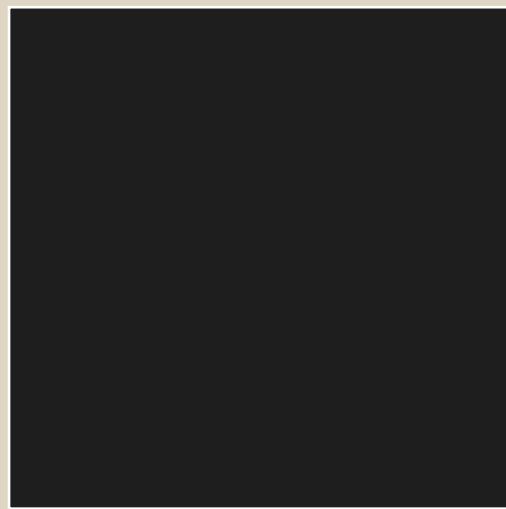


Safe Clear Space Guidelines | The safe zone around the lockup is equal to T



5A

Colour Palette



Pantone: 532 C  
Hex: #1e1e1e  
CMYK: 72, 66, 65, 75  
RGB: 30, 30, 30



Pantone: 720 C  
Hex: #ecb991  
CMYK: 6, 29, 44, 0  
RGB: 236, 185, 145



Pantone: 7528 C  
Hex: #cbc3b4  
CMYK: 21, 19, 28, 0  
RGB: 203, 195, 180



Pantone: 7527 C  
Hex: #ded5c4  
CMYK: 12, 13, 22, 0  
RGB: 222, 213, 196