



Brand Guidelines

October 2019

brand personality

quirky

innovative

conversational

effective

engaging

stylish

honest

feel good

trustworthy

informal

typography

HEADERS

Poppins Semi-Bold
abcdefghijklmnopqrstuvwxy
1234567890!&£?

SCRIPT / HANDWRITTEN

Lemon Tuesday
abcdefghijklmnopqrstuvwxy
1234567890!&£?

BODY

Poppins Medium
abcdefghijklmnopqrstuvwxy
1234567890!&£?

Poppins Semi-Bold
abcdefghijklmnopqrstuvwxy
1234567890!&£?

colours

		<code>#f7bdc3</code> <code>#e94c8f</code> <code>#e73743</code>
		<code>#fff482</code> <code>#f7a600</code> <code>#e73743</code>
		<code>#f0eb83</code> <code>#91c579</code> <code>#00a454</code>
		<code>#f7bdc3</code> <code>#e94c8f</code> <code>#364b9b</code>
		<code>#a1daf8</code> <code>#28b8ce</code> <code>#009982</code>
		<code>#a1daf8</code> <code>#28b8ce</code> <code>#364b9b</code>
		<code>#15262c</code>
		<code>#75848b</code>

logo options

FULL LOGO

socialetcetera

SIMPLE LOGO

socialetc

socialetcetera

socialetc

exclusion zone & minimum size

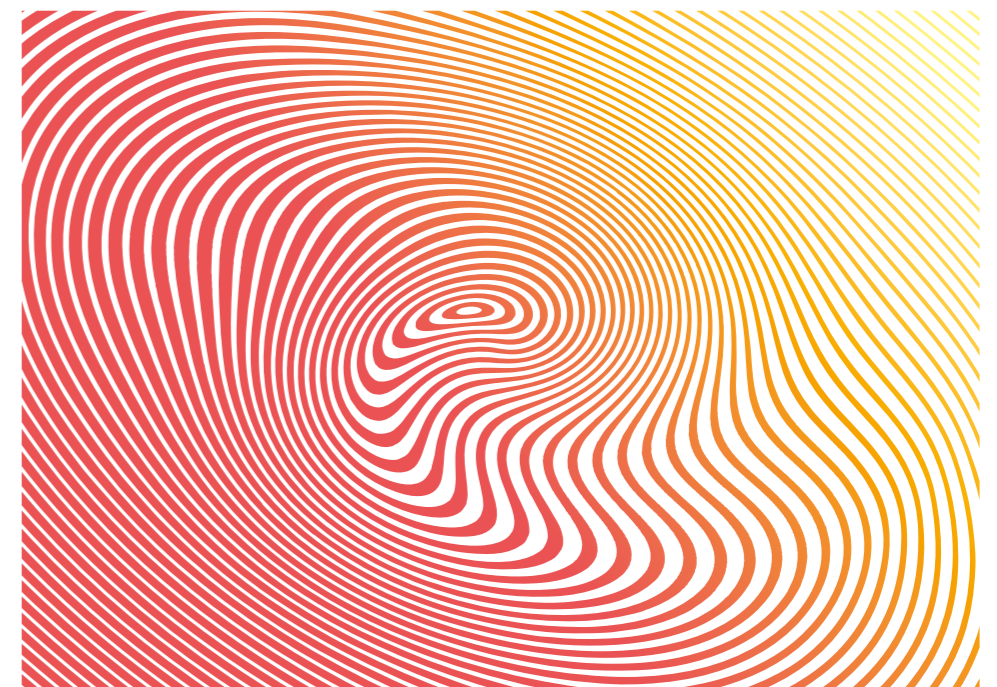
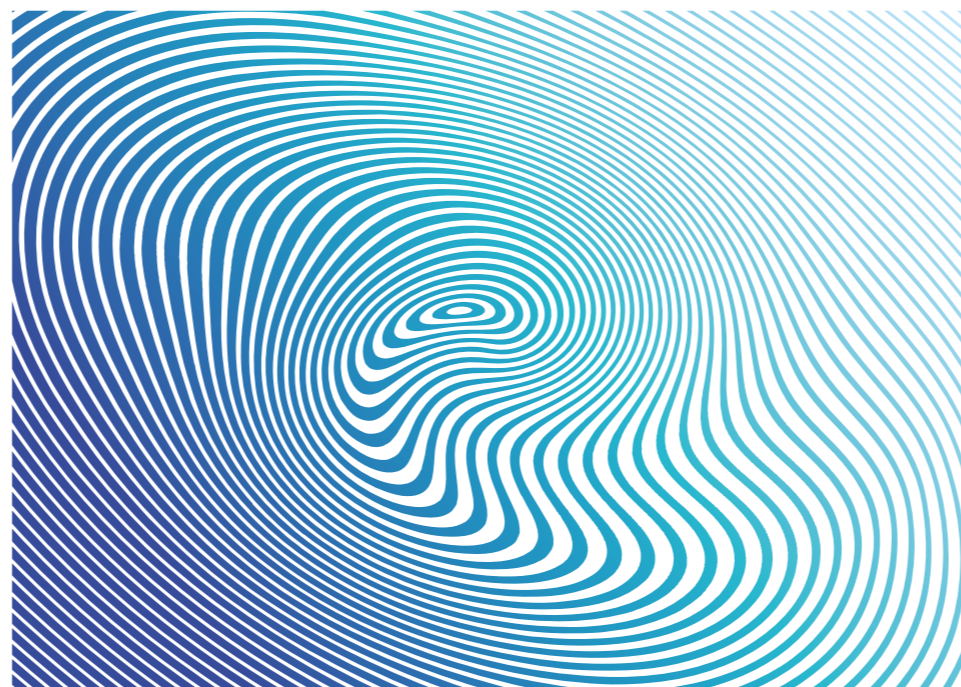
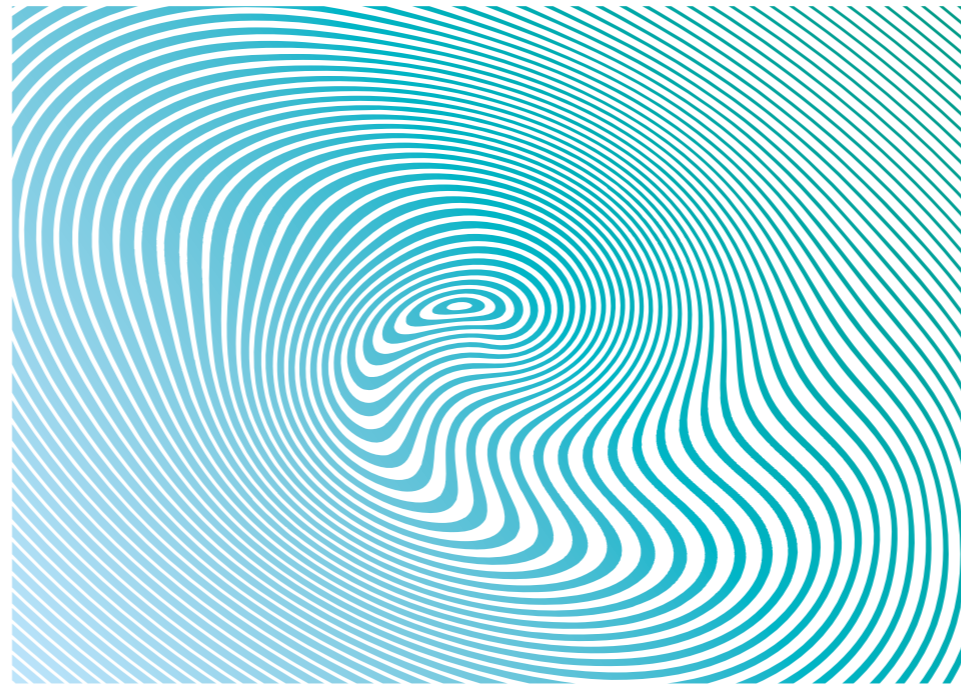


social etcetera



40mm / 100 pixels

pattern



social media icons



social media post examples



stationery

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