



BRAND
GUIDELINES



C-61
M-9
Y-0
K-0

Closest Pantone:
2915 C



C-0
M-0
Y-0
K-72

Closest Pantone:
Cool Gray 10C



C-0
M-0
Y-0
K-0

Closest Pantone:
000 C

MAIN LOGO VARIANTS

For use on;
Promotional & Advertising Material
(Including Signage but not Vehicle Graphics)



Design | Print | Install



Design | Print | Install



Vehicle Vinyl

Wrap - KPMF Sky Blue Gloss

Cut Text - Ritrama L Range Arctic Blue

For Screens

RGB - #5EB9E9

R- 94 G-185 B-233



Vehicle Vinyl

Wrap - KPMF Dark Grey Gloss

Cut Text - Oracal 651 Dark Grey

For Screens

RGB - #6B6B6A

R- 107 G-107 B-106



Vehicle Vinyl

Wrap - KPMF White Gloss

Cut Text - Ritrama L Range White

For Screens

RGB - #FFFFFF

R- 255 G-255 B-255

LOGO &
SUBHEADING
VARIANTS

For use on;
Vehicle Graphics, Website



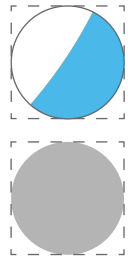
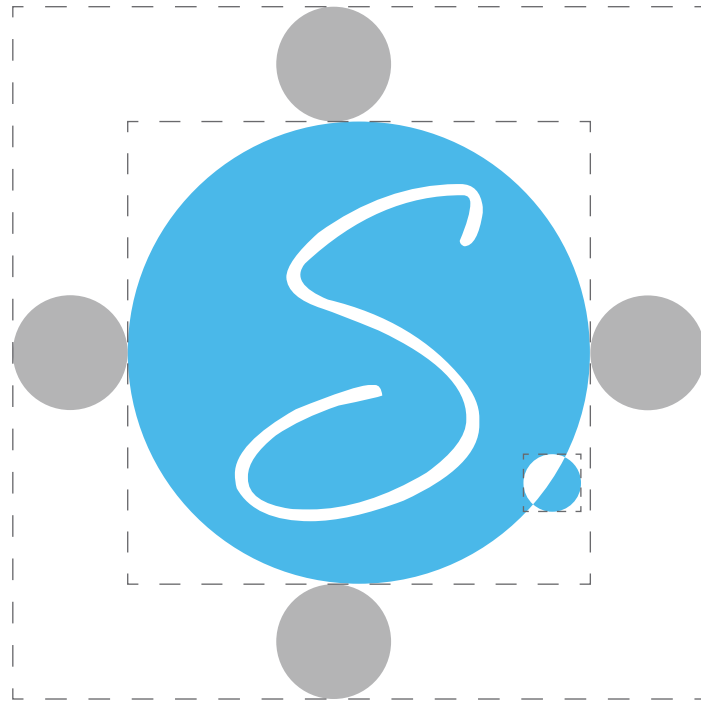
2:1 Scale



2:1 Scale

LOGO SPACING

Nothing must enter inside the dashed lines when the logo is being used.



2:1 Scale

SUBMARK LOGO SPACING

For use on;
Small spaces where the main logo
can't be used.

Sabina Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678.!?"' /-@£%#()<>|

For use when:

- Main Logo
- Name Signature
- Promotional Offer Text

Agency FB Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678.!?"' /-@£%#()<>|

For use when:

- The direct heading of a paragraph
- To make certain words stand out in paragraphs
- On printed media or JPEGs saved for Social Media

Agency FB Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678.!?"' /-@£%#()<>|

For use when:

- The main body of a paragraph
- Subheading of Logo Variant
- On printed media or JPEGs saved for Social Media

FONTS
FOR PRINT

For use on;

Promotional & Advertising Material
JPEG/PNG files saved for Social Media

DIN Next Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.!?"/-@£%#()<>|

For use when:

- The main body of a paragraph
- Unselected text (main menu)

DIN Next Light Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.!?"/-@£%#()<>|

For use when:

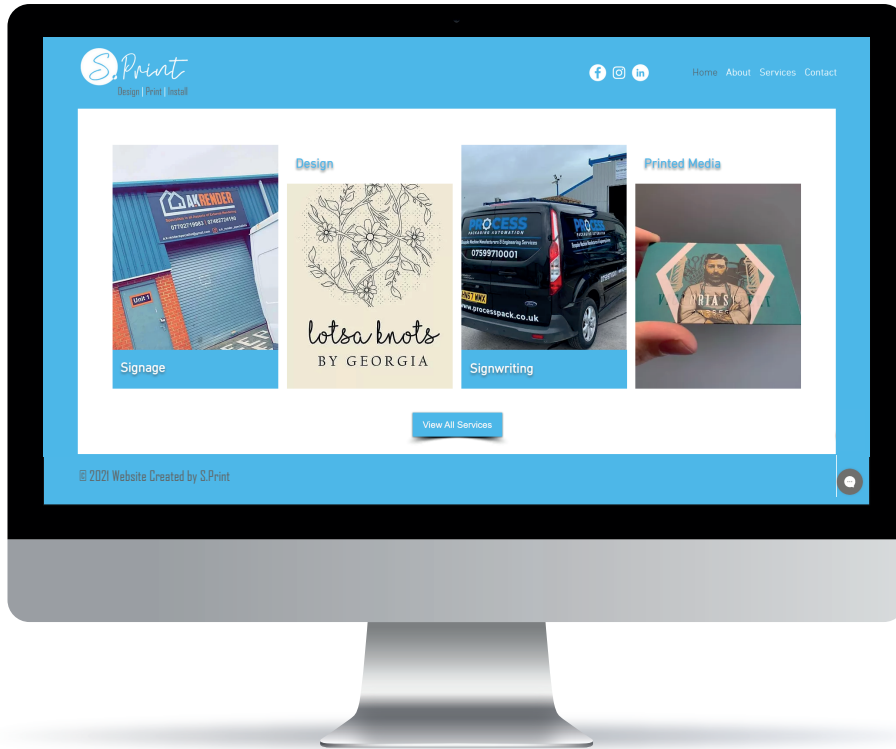
- The direct heading of a paragraph
- Selected text (main menu)
- Main Headings

FONTS
FOR WEB

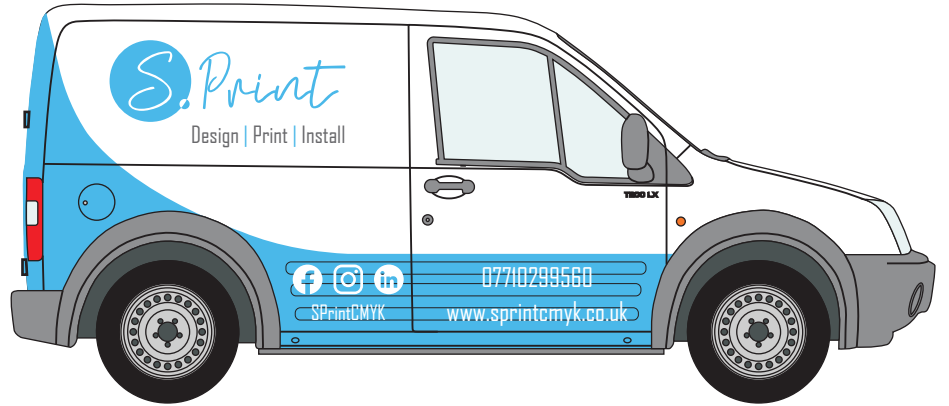
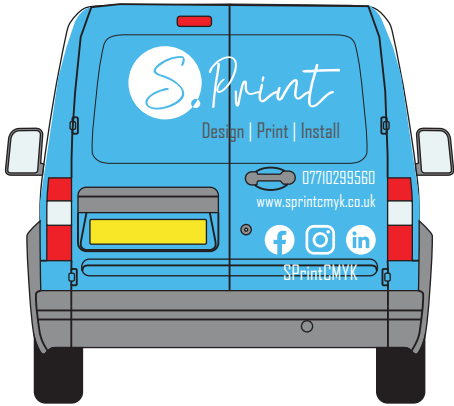
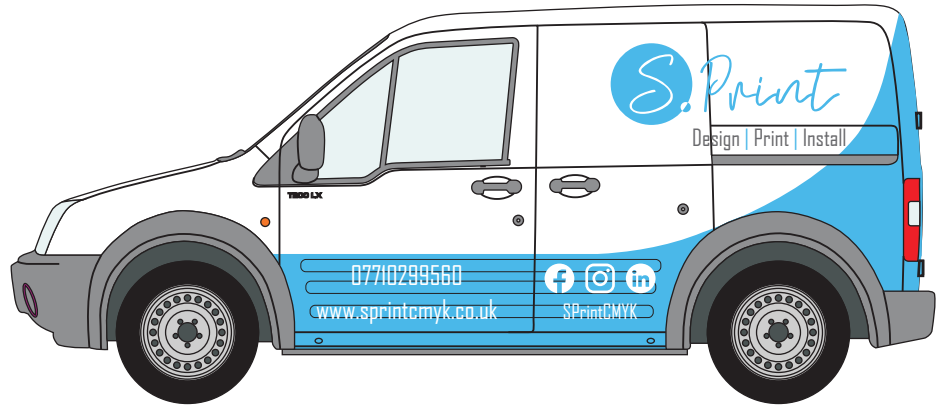
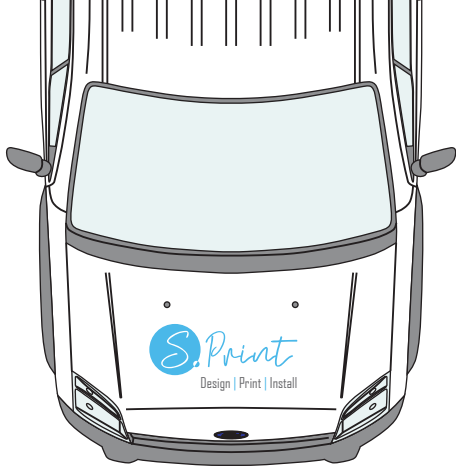
For use on;

Websites/Online Presence

(Not for Social Media Use)



WEBSITE
EXAMPLE



VEHICLE GRAPHICS EXAMPLE



BUSINESS CARD EXAMPLE & TEMPLATE