

# VISUAL IDENTITY STANDARDS

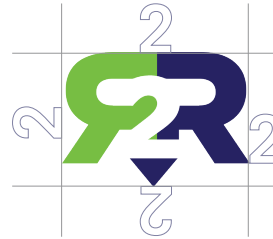
## IDENTIFYING THE LOGO LOCK-UP WITH NAME

The unit of measurement is the **2** from our wordmark icon. The height clearance on both the top to bottom and left to right is indicated here.



## IDENTIFYING THE LOGO LOCK-UP ICON ONLY

The unit of measurement is the **2** from our wordmark icon. The height clearance on both the top to bottom and left to right is indicated here.



## TYPEFACES

GOTHAM LIGHT  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&^\*()

GOTHAM BOOK  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&^\*()

GOTHAM MEDIUM  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&^\*()

GOTHAM BOLD  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&^\*()

## COLOUR PALETTE

Primary Colours



PMS 386



PMS 288

RGB	
Green	Blue
121	0
188	45
67	115

CMYK	
Green	Blue
58	100
2	88
100	27
01	19