BRAND GUIDLINE

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Logo Application Header placement For narrow placements, the horizontal logo should be used to enhance visibility. If no additional information accompanies the logo, it should be positioned at the center

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When designing a header bar, it's recommended to place the logo on the left side and the accompanying text on the right. This placement aligns with common reading patterns and enhances visual flow, allowing users to easily recognize the brand before they proceed to the!

Applying spacing rules (previsoulsy specified) is essential to ensure both the logo and text elem are legible and balanced. The logo should have enough padding around it to prevent it from appearing crowded, while the text on the right should also be spaced adequately from the logo and other elements

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or example, the logo should appear in its full-colour version on light backgrounds, while on dar ackgrounds, a reversed or monochromatic version may be required. Adhering to these colour uidelines helps preserve the logo's integrity and ensures that it remains recognizable across iplatforms and materials.

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Type rules Heading Poppins semibold

Subheading Poppins medium

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RGB 255 255 255





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HEX #EAEDEF