



BRAND GUIDELINES

**ART IS A
HUMAN
RIGHT!**

Pantone 2745 C
99, 100, 19, 18
42, 38, 109
#2a266d

PRIMARY

Pantone 2745 C
5, 82, 100, 0
228, 85, 37
#e45525

Pantone 124 C
7, 35, 100, 0
234, 170, 33
#eaaa21

Pantone 3395 C
86, 0, 65, 0
0, 175, 134
#00af86



SECONDARY

Pantone 360 C
50, 4, 91, 0
139, 191, 78
#8bbf4e



Pantone Cool Gray 1 C
12, 9, 11, 0
220, 220, 217
#dcdcd9



Pantone 184 C
1, 82, 51, 0
235, 86, 100
#eb5664

Pantone 631 C
67, 13, 5, 0
59, 173, 216
#3badd8



CHOOSING YOUR COLOURS



Primary colours are to be used always. Secondary colours can be used for larger documents where more colour may be needed.

Light Grey can be used with primary colours for text or backgrounds.

FONTS

TITLE FONT

CUBANO SHARP

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

BODY FONT

SOFIA PRO

HEADING 1 - BOLD

HEADING 2 - REGULAR

PARAGRAPH - LIGHT

FONT SIZE 11/12PT MINIMUM, KERNING 17PT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ILLUSTRATIONS



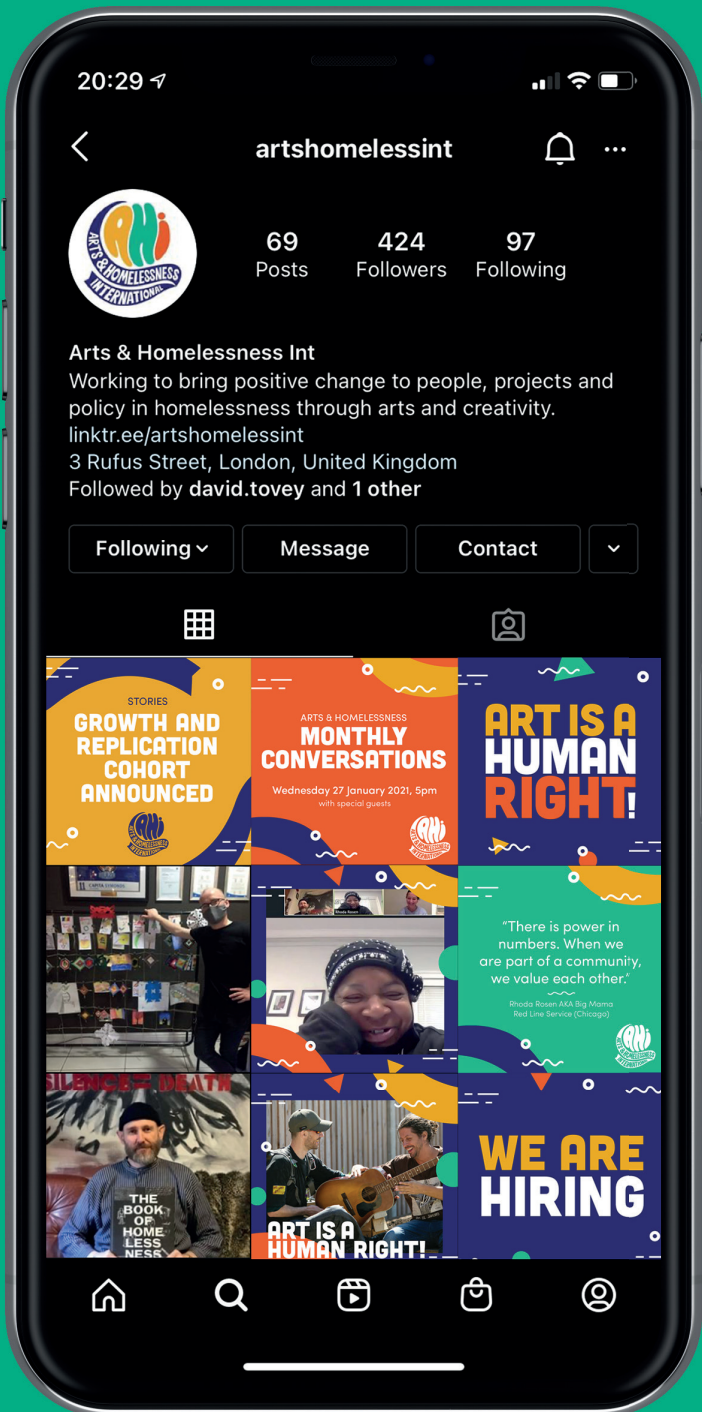
LOGO





POSTER



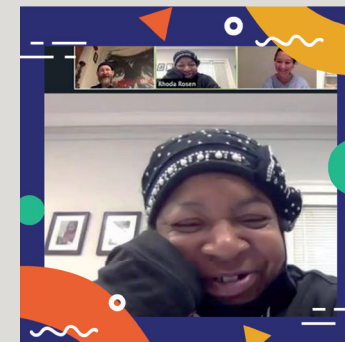


SOCIAL

Bold statements



Text led with image (create a carousel)



Events, recognitions etc





THANK YOU