

## Logo

The core colours are as shown. Where developing promotional materials, try to stick with the colours in the colour palette below.

### Primary logo



## Colours



PANTONE® 2171  
RGB 59 /160 /255  
CMYK 64 /30 /0 /0  
HEX # 3ba0ff



PANTONE® 3533  
RGB 0 /230 /171  
CMYK 62 /0 /50 /0  
HEX # 00e6ab

In order for colours to retain their vibrancy, please ensure to use the **RGB version** of the colour any time you are working with the Coolamatong brand in a digital space.

## Typography

This is an example how copy should be treated in printed documents, although note there is flexibility.

### L1 heading

Heading: Montserrat Bold, 20pt font size, -50pt tracking, 22pt leading

This is the body copy paragraph.

Body: Montserrat Regular, 9pt font size, 12.5pt leading

- This is an example of a bullet point.

## Colour Variations

The logo may only be used in the following colour variations.

### Full Colour



### Black



### Reversed on solid colour



## Clear Space

The clear space around the logo should be approximately the height of the capital 'C' letter in the word 'Coolamatong'.



### Minimum size 40mm



The logo must not be reproduced with a width less than 40 mm.