

## Logo

The stacked version of the logo is the preferred logo (with “SU Australia”). Only use the alternate logo where use of the primary stacked logo would be unsuitable in terms of clear space, size and legibility. The core colours are as shown. Where developing promotional materials, try to stick with the colours in the colour palette below.

Primary logo (stacked)



Alternate logo (inline)



## Colours



PANTONE® 7455  
RGB 45 /85 /190  
CMYK 87 /68 /0 /0  
HEX # 2a6acb



PANTONE® 7408  
RGB 255 /202 /0  
CMYK 0 /20 /100 /0  
HEX # ffc907

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 Camp GEO 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 letter “G”



Minimum size 40mm



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