Logo

The core colours are white and green on a charcoal background as shown. Where developing promotional materials, try to stick with the colours in the colour palette below.
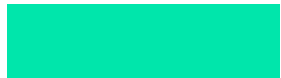
Primary logo

The logo should be used on a charcoal background (see colour values below). When not available. use these versions of the logo in a circle or rounded rectangle.

Logo with tagline

Colours

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

PANTONE® 426C
RGB 37 /40 /42
CMYK 81 /67 /55 /83
HEX # 25282a

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 SUIT brand in a digital space.

Colour Variations

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

Full Colour

Mono

Clear Space

When using the charcoal background, there needs to be clear space around the logo, approximately the height of the u.

Minimum size 40mm

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

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.
· This is an example of a bullet point.

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