



Style Guide

Logo

The brand must be represented in the correct and appropriate manner using the below guidelines.



Minimum Size | 25mm 70px

To ensure that the brand mark is always legible, it should never be reproduced smaller than indicated here.



Clear Space

The clear space for our brand mark is defined with the height and width of the "symbol" Symbol in the logo.

Reversed



Logo Misuse

To ensure consistent usage, please refer to the master artwork provided. Do not alter or recreate the identity.



Do not alter the logo colour



Do not recolour the logo



Do not remove the logo symbol



Do not rotate/distort the logo



Do not alter the logo symbol



Do not add effects to the logo

Colour

1 primary and 1 secondary colour can be used in conjunction with the primary colour to represent the brand.

Primary Blue

Secondary Green

Print

C	96
M	93
Y	34
K	27

Digital

R	41
G	43
B	91

Hex

#292B5B

Print

C	49
M	16
Y	100
K	1

Digital

R	145
G	173
B	61

Hex

#91AD3D

Typeface

Museo Sans has been chosen as the typeface for all headlines and titles. It should only be used in the weights shown on this page. Gotham Book has been chosen for all body text.

Headings Museo Sans

Aa

Bold (700)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Medium (500)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Gotham

Aa

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

If Museo Sans & Gotham is unavailable Arial can be used for headings and Calibri for Body Copy on Microsoft word documents and PowerPoint presentations.

Iconography

Used for supporting material to deliver a key service/ message.



Primary Blue



Symbol

The funnel symbol can be used on its own in conjunction with correct branding regulations.

On White



Primary Blue



On Black

The reversed symbol can be used on a non complementing colour.



Note:

Not to be used in conjunction with the primary logo.

Digital

Represent the brand online through the clear iconography, imagery and colour of Conetix.

Square Social Post - 1080 x 1080px



Rectangle Social Post - 1200 x 628px



Positioning of logo Bottom Left

Full image artwork can incorporate the symbol only. This must be centred at the bottom of the artwork with a semi-circle around it.

