Logo
Options

Our logo has been carefully crafted to ensure legibility and recognition. Always use the official artwork version of the logo as supplied by the marketing team.

Spacing

The logo is always surrounded by an area of clear space, this is based on the height of the letter 'R'.

Joint Ventures

Joint venture logos are 'locked up' to the masterlogo with clearly defined space based on the height of the letter 'R'.

- The colour (red) and white reverse out (of red) are the preferred options
- Only use the black version when the colour options cannot be used due to printing restrictions

- Our logo should always be reproduced from the master artwork provided. It should never be altered, redrawn, recoloured or manipulated in any way.

Typography
Primary typeface

Our primary typeface is Source Sans Pro, a modern, sans serif font that has been designed to work across both screen and printed material.

The font is available to download for free at https: fonts.google.com/specimen/Source+Sans+Pro

Source Sans Pro Bold
Source Sans Pro Semibold
Source Sans Pro Regular
Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 %&;)!"£/*@

AaBbCcDd

123

Colour
Primary colour palette

These are the main colours of our brand and should be used in a confident way across our brand applications.

Growth Layers

Light Green	PMS	367c
	CMYK	C39 M3 Y80 K0
	RGB	R176 G201 B82
	HEX	#b0C952

Bright Green	PMS	368c
	CMYK	C57 M0 Y81 K0
	RGB	R126 G188 B86
	HEX	#7ebc56

Medium Green	PMS	355c
	CMYK	C83 M10 Y92 K0
	RGB	R0 G154 B71
	HEX	#009a47

McAlpine Green	PMS	349c
	CMYK	C90 M12 Y95 K40
	RGB	R4 G106 B56
	HEX	#046A38

Foundation Layer

Heritage Red	PMS	185c
	CMYK	C0 M100 Y81 K0
	RGB	R237 G27 B36
	HEX	#e30613

Secondary colour palette

Our supporting colour palette is a useful range of greys that complements our primary palette.

Supporting Greys

Dark Grey	PMS	432
	CMYK	C75 M55 Y47 K43
	RGB	R60 G75 B84
	HEX	#3c4b54

Grey	PMS	430
	CMYK	C20 M0 Y0 K50
	RGB	R131 G146 B0155
	HEX	#83929b

Mid Grey	PMS	5445
	CMYK	C15 M0 Y0 K22
	RGB	R0188 G203 B213
	HEX	#bccbd5

Light Grey	PMS	656
	CMYK	C5 M0 Y0 K3
	RGB	R240 G246 B249
	HEX	#f0f6f9