

CotlandsIGNITE™ Brand Assets Overview

Brand Identity

Primary identity



Single-colour identity



Limited-colour identity



Social media profile picture



Upload social media profile pictures in PNG format for the best display quality.

Identity clear space



Fonts

Primary font

AaBbCc

Google font – Blinker

Used for all design materials for print and digital formats. Download [HERE](#).

MS Office font

AaBbCc

MS Office font – Calibri

Used for all Microsoft Office applications (MS Word, PS PowerPoint and MS Outlook).

Icons



Icon packs or individual icons can be downloaded for free [HERE](#).

Icons should have clean, bold lines and strong geometric shapes.

Colour palette

Primary colour palette



ORANGE

Pantone 1505 C
CMYK: 0-76-100-0
RGB: 255-98-1
HEX #ff6201

TEAL

Pantone 3258 C
CMYK: 71-0-41-0
RGB: 0-197-178
HEX #00c5b2

BLACK

Pantone Black C
CMYK: 0-0-0-100
RGB: 0-0-0
HEX #000000

WHITE

Secondary colour palette



NAVY

Pantone 3035 C
CMYK: 100-60-45-45
RGB: 0-62-82
HEX #003e52

BLUE

Pantone 285 C
CMYK: 90-50-0-0
RGB: 17-98-238
HEX #1162ee

CORAL

Pantone 170 C
CMYK: 0-61-48-0
RGB: 255-134-114
HEX #ff8672

YELLOW

Pantone 1205 C
CMYK: 0-10-60-0
RGB: 255-241-110
HEX #fff16e

Imagery



The imagery colour treatment is warm and inviting, focusing on the individuals that will use CotlandsIGNITE™.

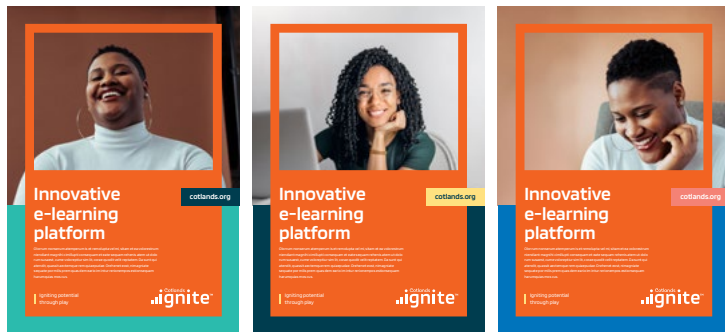
Free stock imagery can be downloaded from these websites:

- [PEXELS](#)
- [UNSPASH](#)
- [PIXABAY](#)

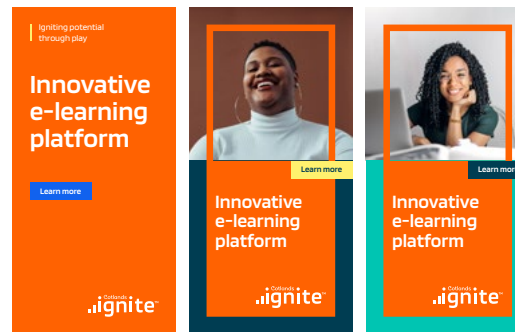
CotlandsIGNITE™

Brand Application Overview

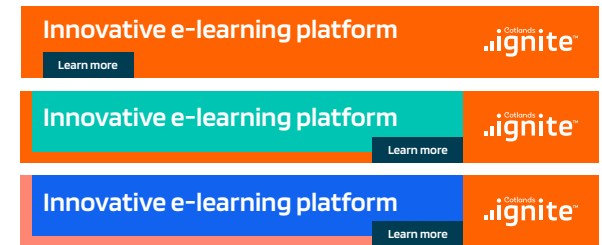
A4 print adverts



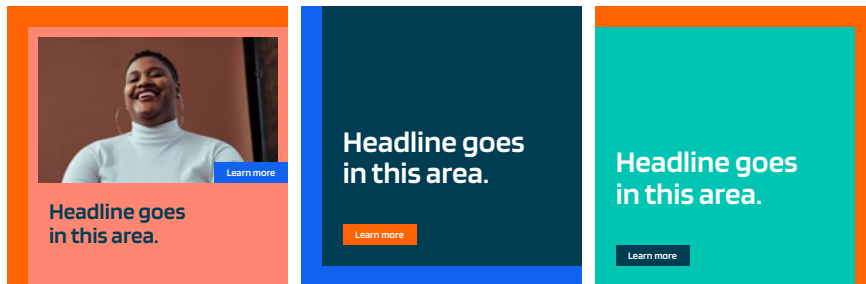
Web banners – 300 X 600 (Half-page)



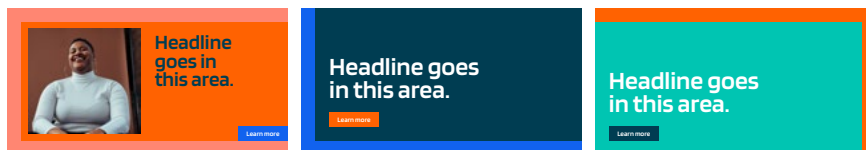
Web banners – 728 X 90 (Leaderboard)



Social media posts



Square posts (1080 X 1080) – Facebook / Instagram

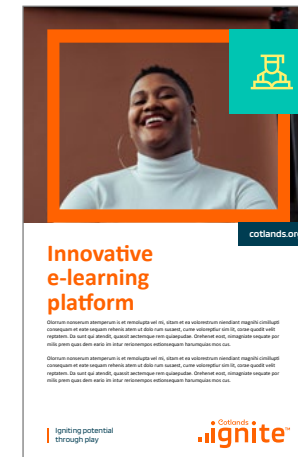


Landscape posts (1200 X 628) – LinkedIn / Twitter

Mailer headers



Generic emailer



Email signature

