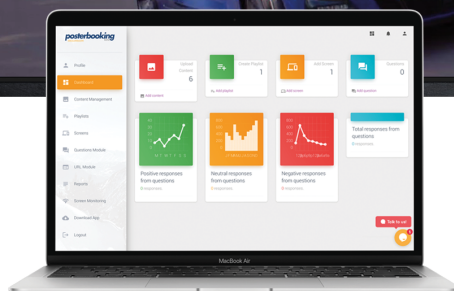
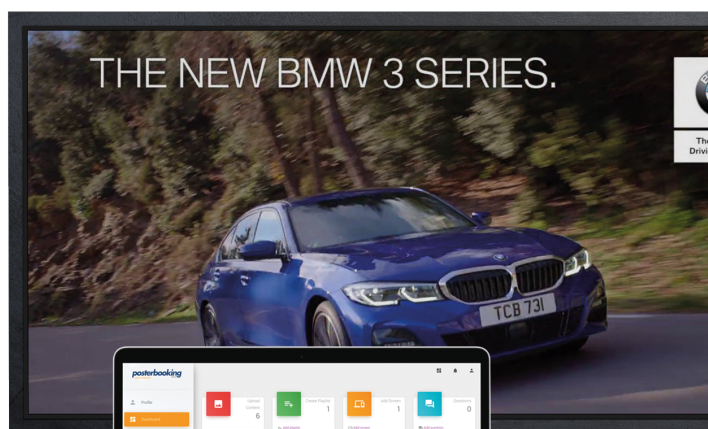


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Brand Guidelines

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# About

This guide has been created to help you use some of our core brand elements — our logo, colours and typography.

We've kept it as simple as we could, pinky promise.

# The Logo

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Yup, thats it, our logo, it does exactly what it says on the tin.

We didn't spend long designing it, but please do not alter, rotate, or modify it.

# Logo Variations

We won't be too strict with what you can do with our logo. Here's an example of different variations that can be used.

## Main Logo

This logo can be used on all medias. If a container is needed, feel free to use one with square corners.



***posterbooking***

Blue on light backgrounds



***posterbooking***

White on dark backgrounds

## Logo with Domain

To make it easier for people to find our website, you can use the full domain as part of the logo. We recommend using this logo on social media.

**posterbooking.com**

Blue and Gold on light backgrounds

**posterbooking.com**

White and Gold on dark backgrounds

## Icons

Not enough space?

You can use our icon instead, with its very own blue container.



# Colour Palette

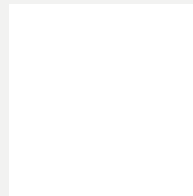
Our branding consists mainly of two colours, Blue and Gold with White and Black supplementary colours.



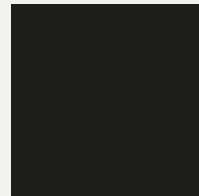
Gold  
#F9B041



Blue  
#254D7D



White  
#FFFFFF



Black  
#000000

## Uses of Colour Pallete

**Solid Gold to be used for backgrounds where possible.**

**Heading text colours to be Blue, on Gold backgrounds, with sub-headings and paragraph text in White.**

**When Blue or dark backgrounds are in use, heading text to be Gold, with sub-headings and paragraph text in White.**

**Black only to be used for text, on white backgrounds.**

# Typography

The font to be used in all our media is SF Pro Text.

## SF Pro Text

**Bold for all headings.**

## SF Pro Text Bold

**Semibold for body text.**

## SF Pro Text Semibold

## Alternative Font

Where SF Pro Text is not available, the alternative font to be used is Poppins.

## Poppins



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