

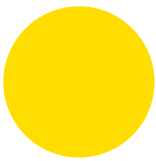
LOGO

MAIN LOGO

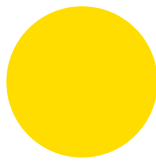
LOGO VARIATIONS INCLUDING:

- SINGLE COLOUR
- WHITE OUT
- COLOUR VARIATIONS
- STRAPLINE

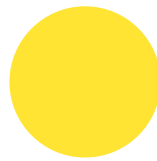
DON'T FORGET ICON FOR SOCIAL MEDIA



HEX: 000000
RGB: 0-0-0
CMYK: 0-0-0-0
PANTONE 000



HEX: 000000
RGB: 0-0-0
CMYK: 0-0-0-0
PANTONE 000



HEX: 000000
RGB: 0-0-0
CMYK: 0-0-0-0
PANTONE 000

COLOUR PALETTE

CHOOSE 2-3 MAIN COLOURS
FROM YOUR LOGO

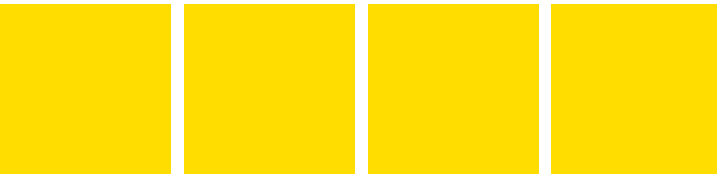
IF NEEDED, PICK ANOTHER
2-3 COMPLEMENTARY COLOURS



FONTS

PICK TWO MAIN FONTS

- ONE FOR HEADERS
 - ONE FOR PARAGRAPHS
-



IMAGES

FIND A STYLE OF IMAGE TO COMPLEMENT
YOUR LOGO

WRITING

FIND YOUR WRITING STYLE

ARE YOU FRIENDLY, FORMAL, ENTHUSIASTIC?

MAKE A NOTE OF ANY WORDS, PHRASES
OR STRAPLINES TO USE

SUPER CUSTOMER

YOUR LOGO, IMAGERY AND WORDING SHOULD
ALL APPEAL TO YOUR SUPER CUSTOMER