

## Brand Guidelines - 2023





# Brand Guidelines

## Clear Space





Brand Guidelines  
**Logo Variations**

Primary





Brand Guidelines  
**Logo Variations**

Secondary





## Brand Guidelines

### Colour



cmyk: 29/2/100/0  
rgb: 193/211/47  
hex: C1D32F  
pantone: 382C



cmyk: 0/0/0/100  
rgb: 35/31/32  
hex: 231F20  
pantone: Black



Caravan & Leisure

## Brand Guidelines

### Typeface

#### COAST TO COAST

Type face: Ceorus

## Brand Guidelines

### Tagline

"Where Adventure Begins"

Type face: Architects Daughter

The kerning for a tag line should be 90 when it is used with a logo, otherwise it should be 0



"Caravan & Leisure"

Type face: Open Sans Light

Tagline kerning should be 75% height and 115 width.

*\*\*This tagline conveys what we are about as a company, though it's not the main tagline.*



Brand Guidelines  
**Clear Space - SPHERE**





Brand Guidelines

**Logo Variations / SPHERE**





# Brand Guidelines

## **Colour / SPHERE**

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cmyk: 100/30/0/20  
rgb: 0/115/174  
hex:0073AE



cmyk: 90/68/11/63  
rgb: 6/38/78  
hex:06264E



# Brand Guidelines

## Typeface

### ACUMIN Pro

Adobe fonts

Acumin Pro's 18 typeface variations can be used effectively to create cohesive, impactful branding on flyers, posters, and packaging depending on the context.

Acumin Pro Light  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro Regular  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro Medium  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro Bold  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

**Acumin Pro Black**  
**ABCDEFGHijkl**  
**MNOPQRSTUV**  
**WXYZ**

**Acumin Pro Ultra Black**  
**ABCDEFGHijkl**  
**MNOPQRSTUV**  
**WXYZ**

Acumin Pro  
Condensed Light  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro  
Condensed Regular  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro  
Condensed Medium  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro  
Condensed Bold  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

**Acumin Pro**  
**Condensed Black**  
**ABCDEFGHijkl**  
**MNOPQRSTUV**  
**WXYZ**

**Acumin Pro**  
**Condensed Ultra Black**  
**ABCDEFGHijkl**  
**MNOPQRSTUV**  
**WXYZ**

Acumin Pro  
Wide Light  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro  
Wide Regular  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro  
Wide Medium  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

Acumin Pro  
Wide Bold  
ABCDEFGHijkl  
MNOPQRSTUV  
WXYZ

**Acumin Pro**  
**Wide Black**  
**ABCDEFGHijkl**  
**MNOPQRSTUV**  
**WXYZ**

**Acumin Pro**  
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**ABCDEFGHijkl**  
**MNOPQRSTUV**  
**WXYZ**