

Fresh Relevance

Printable Visual Style Guide



Master logo
For use on white backgrounds.



Inverted logo
For use on dark backgrounds.



White logo
For use on bright backgrounds where the logo colours do not stand out.

Exclusion zone

The logo and icon's exclusion zone is equal to the size of the bold "e".



Minimum size

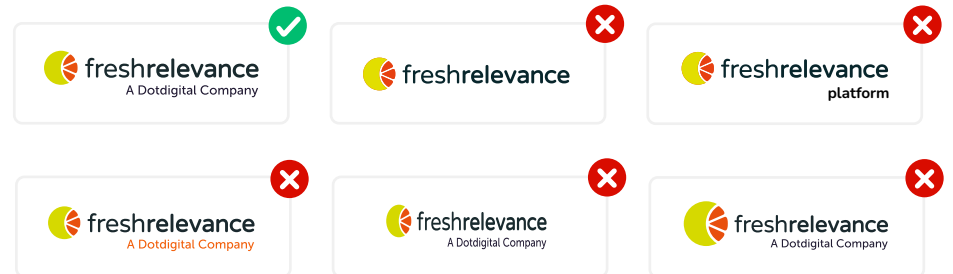


The Fresh Relevance logo should never be smaller than :

55px in digital or 20mm in print.

Logo misuse

It is very important that the appearance of our logo remains consistent. It should not be modified or added to, and the orientation, colour, and composition should remain as indicated in this document.

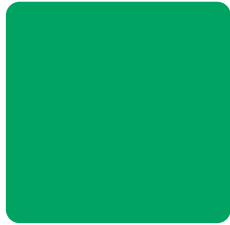




Tangerine Orange

HEX: #F2600C
RGB: 242 96 12
CMYK: 0 69 100 0

Primary brand colour



Watermelon Green

HEX: #00A362
RGB: 0 163 98
CMYK: 76 0 78 0

Secondary brand colour



Plum Purple

HEX: #CF1770
RGB: 207 23 112
CMYK: 13 100 0 0

Secondary brand colour



Mango Gradient

HEX: #F2600C - #F7931E
RGB: 242 96 12 - 247 147 30
CMYK: 0 69 100 0 - 0 40 90 0

Backgrounds & icons



Apple Gradient

HEX: #00A362 - #53C355
RGB: 242 96 12 - 83 195 85
CMYK: 76 0 78 0 - 55 0 80 0

Backgrounds & icons



Berry Gradient

HEX: #CF1770 - #ED558E
RGB: 242 96 12 - 237 85 142
CMYK: 13 100 0 0 - 0 75 5 0

Backgrounds & icons



CTA Blue

HEX: #005CF0
RGB: 0 92 240
CMYK: 84 58 0 0

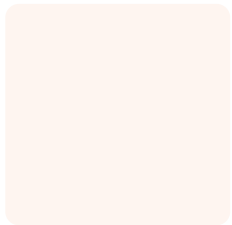
CTAs & links



Oxford Blue

HEX: #0E1A2D
RGB: 14 26 45
CMYK: 100 90 50 67

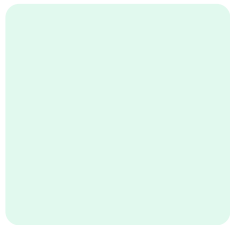
Text



Apricot

HEX: #FEF5F0
RGB: 254 245 240
CMYK: 0 6 5 0

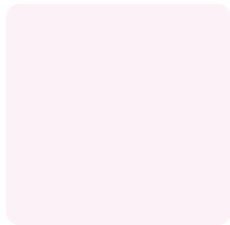
6% tint of Tangerine Orange
for use on backgrounds



Mint

HEX: #FCF1F6
RGB: 225 249 238
CMYK: 0 9 0 0

6% tint of Watermelon Green
for use on backgrounds



Grapefruit

HEX: #F0F9F6
RGB: 252 241 246
CMYK: 10 0 8 0

6% tint of Plum Purple
for use on backgrounds



Lemon Yellow

HEX: #F4BC0A
RGB: 244 188 10
CMYK: 0 24 100 0

Graphs & illustrations



Strawberry Red

HEX: #DE333C
RGB: 222 51 60
CMYK: 6 92 73 0

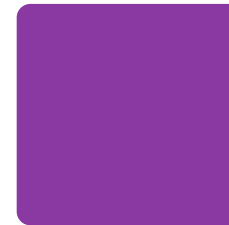
Graphs & illustrations



Leaf Green

HEX: #007D77
RGB: 0 125 119
CMYK: 88 0 47 30

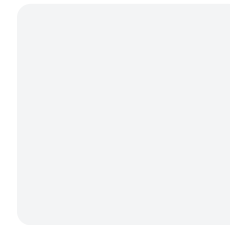
Graphs & illustrations



Grape Purple

HEX: #8A39A3
RGB: 138 57 163
CMYK: 58 82 0 0

Graphs & illustrations



Fog

HEX: #F3F4F5
RGB: 243 244 245
CMYK: 4 3 2 2

Backgrounds

Nunito

Headers, sub-headers, captions, quotes and CTAs

N

ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nunito Sans

Body copy

N

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

N

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Header

Subheader

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