

YOUR  
BRAND SHEET



PRIMARY LOGO

Use for main materials where space allows as it provides purpose and identity in one.



SECONDARY LOGO

Use where layout needs a lighter touch with the same bold feel.



REVERSE LOGO/S

Ideal for dark applications.



LOGO MARK

Great for social media, watermarks and when the logo is to be below 250px wide.

Brand GambaSummit

Support fergalhughes0@gmail.com

COLOUR SCHEME

The primaries meet the WCAG AA standard when paired together in the illustrated options. This is important for colour impaired users, who make up near 9% of the population.

PRIMARIES **P**

These are the core colours for brand visual identity and should always form the base of any asset.

COMPLEMENTARIES **C**

These colours complement the primary range and help balance and accented the likes of website pages, slide decks and reports.



LIGHT GREEN

CMYK 86, 17, 100, 5  
RGB 0, 145, 13  
HEX #00910D



DARK GREEN

CMYK 92, 49, 55, 30  
RGB 2, 87, 91  
HEX #02575B



GEMBA BLUE

CMYK 78, 54, 0, 0  
RGB 6, 121, 255  
HEX #0679FF

LIGHT GREY

CMYK 5, 5, 9, 0  
RGB 239, 235, 228  
HEX #EFEFE4

DARK GREY

CMYK 63, 56, 55, 30  
RGB 87, 86, 86  
HEX #575656

TYPOGRAPHY

These fonts are designed to be paired together to create a visual identity.

BOLD HEADING

A core objective of typography is to effectively convey the message, tone, and emotions of a design layout.

EXAMPLE

Aa

HEADINGS

This typeface is core to your visual identity and should be used for all aspects of copy punctuation such as website headings, marketing materials and commercial assets.

TEKO MEDIUM  
Poppins SemiBold

CHARACTERISTICS  
Heading is 2.25x the copy size. Extra or bold weight with tracking set at -50 for print, and -0.02rem letter spacing for digital.

Aa

COPY

This typeface is for all base copy such as website text, PDF copy and smaller fine print pieces of text.

Poppins  
Regular

CHARACTERISTICS  
It should be used in a variety of weights to assist the written word. Tracking is -25 where for print and unadjusted for digital.

