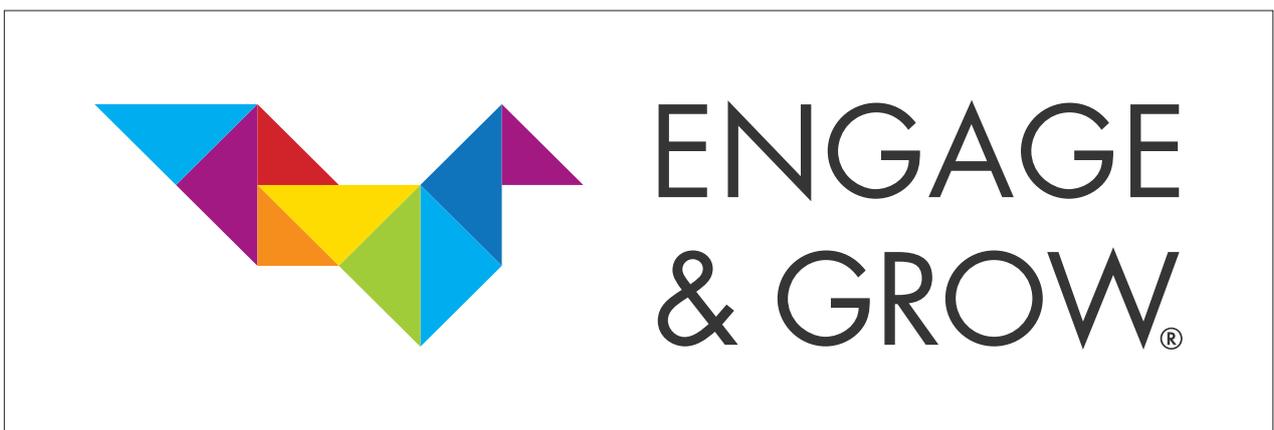# STYLE GUIDE : Logos

LOGO SUPPLY VERSIONS

The logo is a Vector constructed artwork and multiple versions are supplied.
A Main Logo with a Stacked version, all in Black and White, and vector art in CMYK,
with JPG/PNG in RGB. An Exclusion zone is indicated in the artwork artboards.

PRINT = Use .EPS or .PDF CYMK
SCREEN = PNG/JPG
No enlarging should be carried out on any JPG or PNG versions. Export a JPG or PNG
at desired size from the Vector Art PDF.

STYLE GUIDE : Colors

C85 M50 Y0 K0
R27 G117 B188
HEX #1B75BC

C0 M53 Y100 K0
R247 G142 B30
HEX #F78E1E

C100 M0 Y0 K0
R0 G174 B239
HEX #00AEEF

C0 M10 Y100 K0
R255 G221 B0
HEX #FFDD00

C33 M100 Y0 K8
R162 G25 B132
HEX #A21984

C42 M0 Y100 K0
R161 G205 B58
HEX #A1CD3A

C15 M100 Y100 K0
R210 G35 B42
HEX #D2232A

C0 M0 Y0 K93
R57 G56 B57
HEX #393839

STYLE GUIDE : Fonts

MAIN FONT USED

Futura

Medium for Logo, ALL CAPS, Medium with all Headlines/Titles in ALL CAPS with 60pt Tracking, Body copy in Futura Light, or Book. Use of Futura Condensed can also be utilised where required.

FALLBACK FONT

Where Futura is not available **Helvetica** must be used.

FUTURA

SUBHEADLINES IN COLORS

Body copy example that shows how the font looks, and works in a sentence.

HELVETICA

SUBHEADLINES IN COLORS

Body copy example that shows how the font looks, and works in a sentence.

ARTWORK : Information

Artwork is supplied for use in any application including print, website and electronic reproduction.
Following is an explanation of the use of these files for your reference.

VECTOR BASED FORMATS – .EPS AND .PDF

Vector files (available in EPS, PDF) allow for unlimited resolution, they are editable and scalable. This is the logo
'source file' – the format from which any designer or printer can create other types of formats.
Vector based images can be edited, but require vector drawing software (Adobe Illustrator, Sketch, Corel Draw.)

Uses: Print, spot color reproduction, full color printing, color changes, editing, scaling (enlargement) and vector to
bitmap format conversion.

SUPPLIED: EPS and PDFs in 300 dpi CYMK.

RASTERIZED VERSIONS, BITMAP – .JPG AND .PNG

These are limited resolution files that are narrow in their applications and are created FROM the vector based
formats (above.) The editing of bitmap formats is severely limited and most can only be reduced in size (enlarging
a pixel based bitmap image causes it to appear 'fuzzy' due to the visibility of the actual pixels that make up the
image). Pixel based bitmaps can be manipulated in software such as Adobe Photoshop.

Uses: Screen, Website art, four color reproduction (with adequate resolution), as graphics in office word
processing software packages or for social media images.

High quality bitmap images, while still remaining small enough in file size for bandwidth and download speed.
This is the source file for pixel based images. These files MUST NOT BE enlarged in any artwork or pixellation
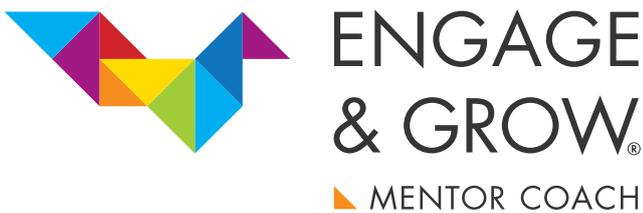will occur.

SUPPLIED: JPGS and PNGs in 300 dpi RGB.

***CARE MUST BE TAKEN THAT JPG and PNG FILES ARE NOT ENLARGED or pixellation will occur around the
type outlines. Use the VECTOR PDF to export to the correct image size required.

STYLE GUIDE : Variations

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ENGAGE & GROW®
◣ MENTOR COACH

ENGAGE & GROW®
◣ CERTIFIED COACH

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