

**3keel**

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Logo

Fonts

Colours

**3keel**

brand guidelines

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## Logo

### Standard logo

Use this logo on white background only.



### Standard logo

Use the x-height of the 'e' to determine the white space around the logo.



### White logo

Use the the white logo on gradient background only.



### Standard logo with subtext

Use this logo on white background only. Font is Proxima Nova regular in #Light grey, lowercase.



## Fonts

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### Main font

Proxima Nova  
for print and external  
communications

**Bold: Headline in #Ocean**

Regular: Subtext in 24pt #Dark grey

Regular: main text in 14pt #Dark grey

### PP font

Avenir  
for powerpoint  
presentations

**Black: Headline in #Ocean**

Book: Subtext in 24pt #Dark grey

Book: main text in 14pt #Dark grey

### Emergency font

Arial  
when nothing else  
is available

**Bold: Headline in #Ocean**

Regular: Subtext in 24pt #Dark grey

Regular: main text in 14pt #Dark grey

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## Colours

Logo

Fonts

> Colours

### Main brand

For main colour use



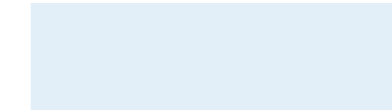
**Ocean**  
#154888  
R159 G175 B84  
C100 M75 Y15 K3



**Sea**  
#2a80bf  
R42 G128 B191  
C80 M40 Y0 K0



**River**  
#5fc4ec  
R95 G196 B236  
C60 M0 Y5 K0



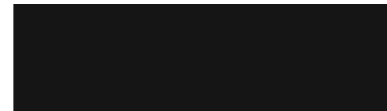
**Stream**  
#e2eff8  
R226 G239 B248  
C60 M0 Y5 K0



**Pond**  
#30c7c7  
R48 G199 B199  
C65 M0 Y30 K0

### Greys

Mainly for text



**Black**  
#151515  
R21 G21 B21  
C80 M60 Y60 K90



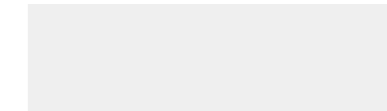
**Dark grey**  
#474747  
R52 G52 B52  
C60 M50 Y50 K50



**Grey**  
#696969  
R105 G105 B105  
C55 M45 Y45 K30



**Light grey**  
#a0a0a0  
R160 G160 B160  
C40 M30 Y30 K10



**Extra light grey**  
#efefef  
R239 G239 B239  
C7 M5 Y5 K0

### Gradient

Use with logo or within main branding area



**River**  
#5fc4ec  
R95 G196 B236  
C60 M0 Y5 K0

**Ocean**  
#154888  
R159 G175 B84  
C100 M75 Y15 K3

### Charts

For charts and graphs, try to use these colours



**Solar**  
#fb8a22  
R251 G138 B34  
C0 M55 Y90 K0



**Ocean**  
#154888  
R159 G175 B84  
C100 M75 Y15 K3



**River**  
#5fc4ec  
R95 G196 B236  
C60 M0 Y5 K0



**Pond**  
#30c7c7  
R48 G199 B199  
C65 M0 Y30 K0