

BRAND ON A PAGE

For:
Year:

BE Empowering
2025

LOGOS

Our logos are the primary identifiers of our brand. Laid out here are the different variations of our logo. These are displayed in their primary colour combinations but are able to be utilised in a variety of our brand colours.



PRIMARY LOGO



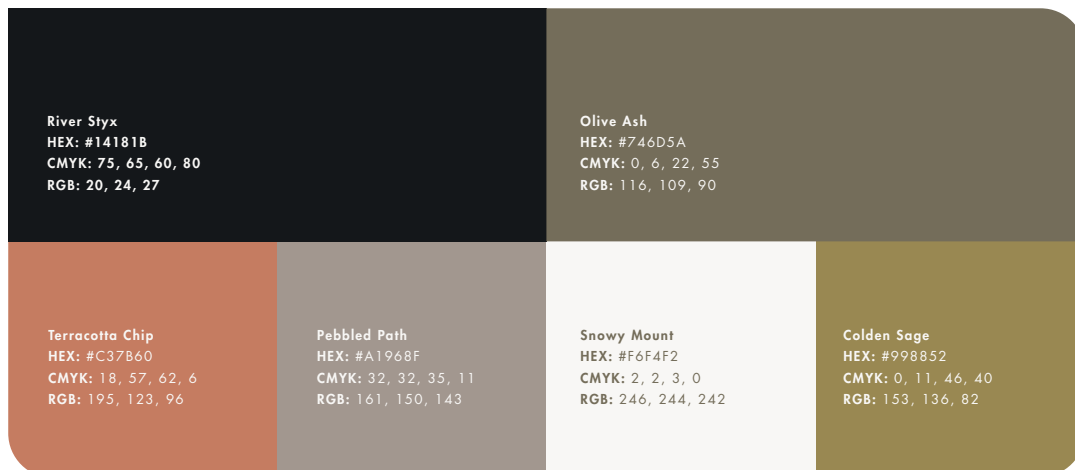
SECONDARY LOGO



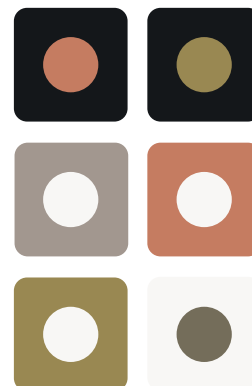
LOGO MARK

COLOURS

Our colours are the next primary factor in our identity. Whenever colour codes or references are needed, the proper elements are listed below. Colour pairings are implemented here as well to ensure adherence to proper colour combinations.



PAIRINGS



TYPE

The last aspect of quick reference is our typography. The fonts used in our identity are intentional and are key in maintaining a consistent and strong visual brand identity. Find the names and characteristics of our fonts below.

HEADING EXAMPLE

PP EDITORIAL

SUBHEADING EXAMPLE

FUTURA LT MEDIUM

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FUTURA BOOK