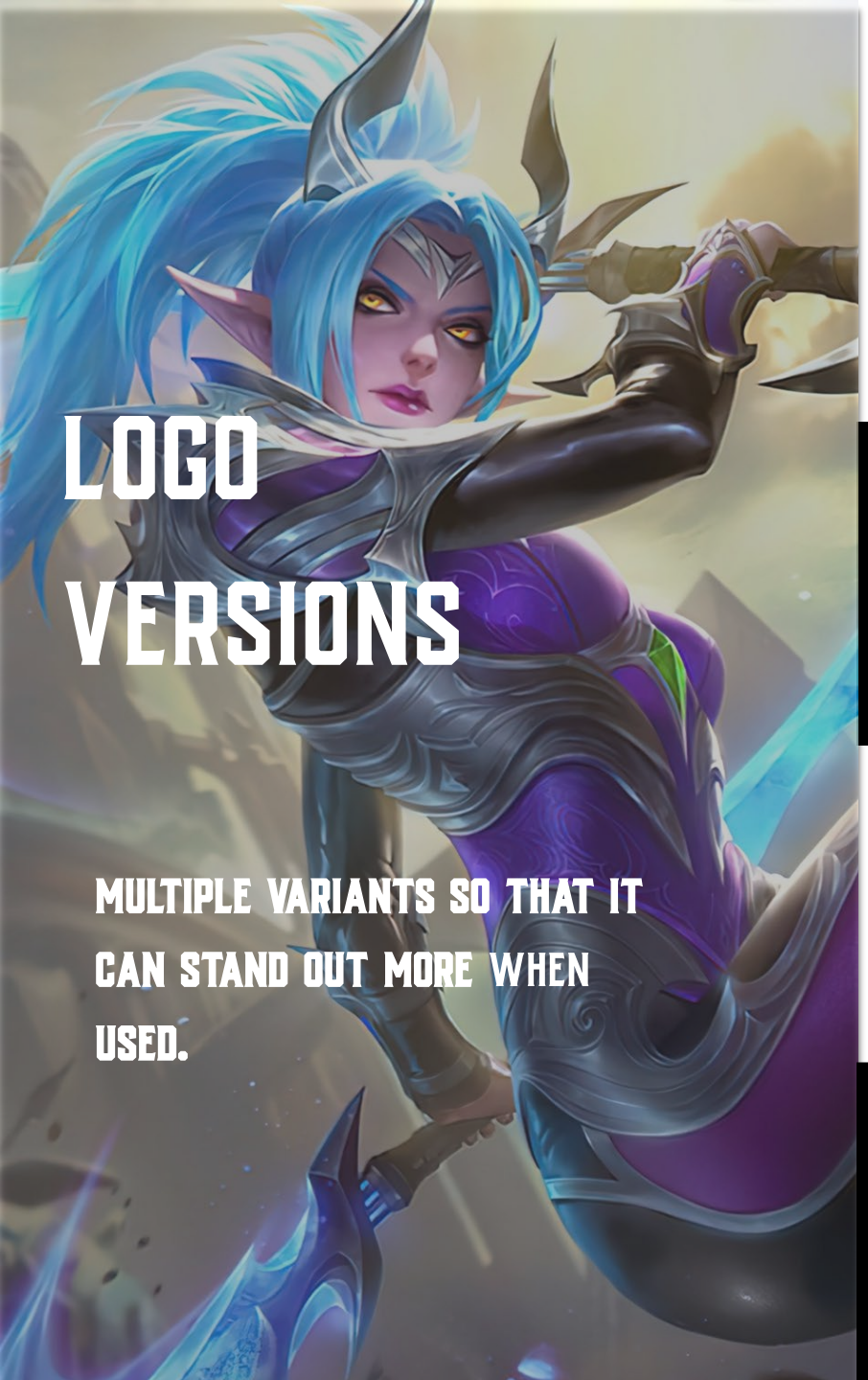
INSTINCT
BRAND GUIDELINE
DOCUMENT



LOGO VERSIONS

MULTIPLE VARIANTS SO THAT IT CAN STAND OUT MORE WHEN USED.

SIMPLIFIED

MOST

PREFERRED

BLACK

ALTERNATIVE

SIMPLIFIED

WHITE

MAIN

INSTINCT

INSTINCT

INSTINCT

INSTINCT

FONTS

HEADING FONT:

BOGE DISPLAY FONT





USE FOR HEADINGS. HEADING FONTS SHOULD ALWAYS BE BOLD AND USED FOR MAJOR HEADINGS, NEVER PUT IT AS UNDERLINE OR ITALIC.

BODY FONT:

VHIENA





BODY FONTS, NEVER PUT AS ITALIC, UNDERLINE OR BOLD. SHOULD ONLY REMAIN AS IS.





COLOURS

#040A60

#F5F376

#000000

#FFFFFF

#2430D6

COLOUR GUIDE: USE BLACK FOR BACKGROUND WHEN USING KHAKI AS TEXTS OR LOGO AND WHEN USING MEDIUM BLUE FOR TEXTS.

USE WHITE FOR BACKGROUND WHEN USING MIDNIGHT BLUE AS TEXTS OR LOGO AND MEDIUM BLUE FOR TEXTS.

DON'TS:



DON'T SQUASH IT, LENGTH AND WIDTH SHOULD ALWAYS BE THE SAME SIZE ACROSS ALL DESIGNS



DON'T CHANGE THE FONT, ALWAYS USE FONTS THAT HAVE BEEN PROVIDED IN THE DOCUMENT.



DON'T CHANGE THE COLOUR, ONLY USE MIDNIGHT BLUE, KHAKI, BLACK OR WHITE. AS SEEN IN THE COLOUR SCHEME.











HERE ARE SOME OF THE MERCH THAT WE HAVE PRODUCED.

FRONT PARTS OF MERCH SHOULD ALWAYS HAVE THE SIMPLIFIED VERSION OF OUR LOGO. MIDNIGHT BLUE WHEN CLOTHING IS WHITE.

KHAKI FOR WHEN THE CLOTHING IS BLACK.

WITH A LIGHTER BLUE FADE TO MAKE EVERYTHING STANDOUT







BACK SIDE OF MERCH HAS THE SAME PRINCIPLE, ONLY DIFFERENCE IS INSTEAD OF A LOGO WE HAVE THE NAME DISPLAYED