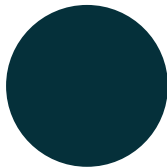


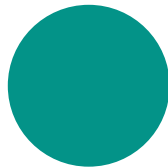
# TRANSECTS Brand Guidelines

## Colours

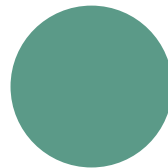
### PRIMARY BRAND COLOURS



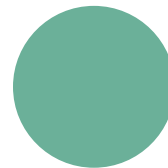
**RGB: 5,48,58**  
**HEX: #05303A**  
- Headings  
- Background



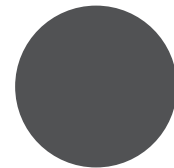
**RGB: 3,147,136**  
**HEX: #039388**  
- Subheadings  
- Highlights



**RGB: 91,154,136**  
**HEX: #5B9A88**  
- Subtle highlights



**RGB: 107,176,153**  
**HEX: #6BB099**  
- Subtle highlights



### TEXT

**RGB: 0,0,0**  
**HEX: #515254**  
- Body Copy

## Fonts

### Headings – AVENIR/AVENIR NEXT (60pt)

**TRANSECTS** should be written in Avenir Next (bold) when possible.

### THIS IS A SUBHEADING IN AVENIR / AVENIR NEXT (BOLD) (28pt)

Body copy is written in Calibri (Body). This is an example of body copy. It also looks good in bold, which should be used sparingly. 11pt is a good guideline for body copy, and text is easier to read in a dark grey like this than it is in pure black.

\*Avenir and Avenir Next will be replaced by Monserrat on Canva.

## Logos

**PRIMARY**  
(COLOUR ON WHITE)



**SECONDARY**  
(BLACK AND WHITE)



**IF NEEDED**  
(ON BACKGROUND)

