



slicktrail
strategic crm partners

BRAND GUIDELINE

V1.0

LOGO

CONSTRUCTION

Our logo is a combination of the symbol itself and our company name - they have a fixed relationship that should never be changed in any way.

SPACING

It is important to keep corporate marks clear of any other graphic elements.

COLOUR

Our logo should be used in colour when possible



COLOUR

PRIMARY

Blood red should be used as the primary colour.

SECONDARY

The secondary colours should be used for accents and design elements in layouts only, do not apply to the logo.



SLICK RED

HEX #bf375a



LIGHT GREY

HEX #cbcf3



ROSE CREAM

HEX #e8cbd6



GREY

HEX #cbcf3v



COOL DARK GREY

HEX #2c414e



LIGHT BROWN

HEX #4c3d51

TYPOGRAPHY

FONTS

Acumin Variable Concept exclusively for the logo- and headings(if possible) or other highlighted text.

Open Sans is the primary font for all other text application documentation and

Open Sans

Aa

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

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Body copy:
Open Sans
11pt / 13.2pt

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TYPOGRAPHY

TEXT HIERARCHY

in this example **Acumin Variable Concept** is used for the main headings. **Open Sans** is used for sub headings.

The spacing and proportions in this example should be matched as closely as possible.

A short dividing line can be used to break up larger bodies of text.

ACUMIN VARIABLE CONCEPT BOLD

SUBHEAD IS OPEN SANS BOLD TRACKING 30

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