

Branding Guidelines

Colours

Primary Colours

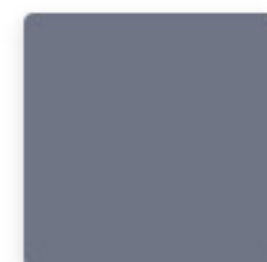


#EC6E43
RGB (236, 110, 67)

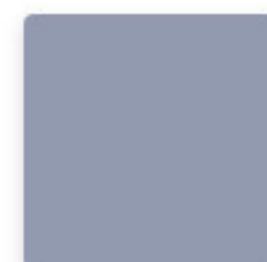


#555B6E
RGB (85, 91, 110)

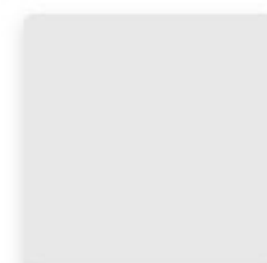
Secondary Colours



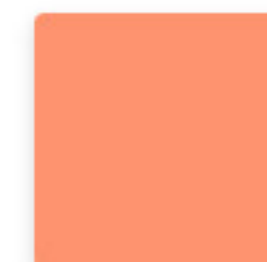
#6F7586
RGB (111, 117, 134)



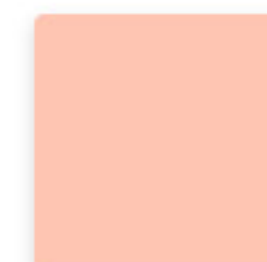
#929AB0
RGB (146, 154, 176)



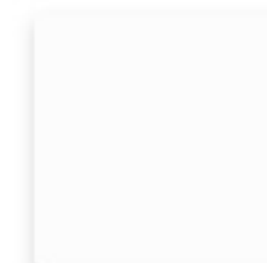
#E8E8E8
RGB (232, 232, 232)



#FD936E
RGB (253, 147, 110)



#FFC5B2
RGB (255, 197, 178)



#FCFCFC
RGB (252, 252, 252)

Gradient Colours



#EC6E43
RGB (236, 110, 67)

#FFC5B2
RGB (255, 147, 110)



#555B6E
RGB (85, 91, 110)

#929AB0
RGB (146, 156, 176)

Typograhpy

Heading

Montserrat

h1

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYy
Zz123456789!@#\$\$%**

Typography

Body

Poppins

p

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYy

Zz123456789!@#\$\$%

Logos

New



White



Old



Icon - Colour



Background



Alternate



Icon - White



Formats



PNG



WEPG

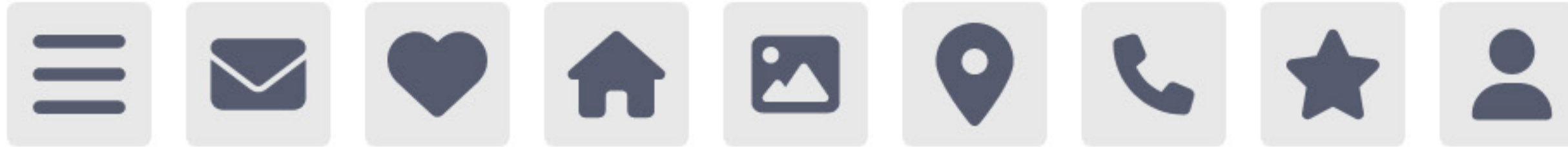


SVG

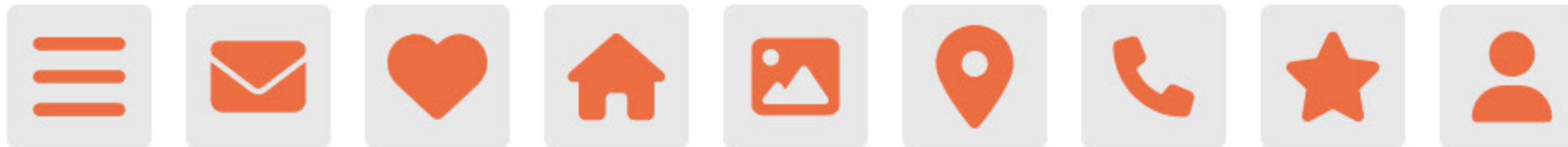
Iconography

Icons - FontAwesome

Impact Blue



Impact Orange



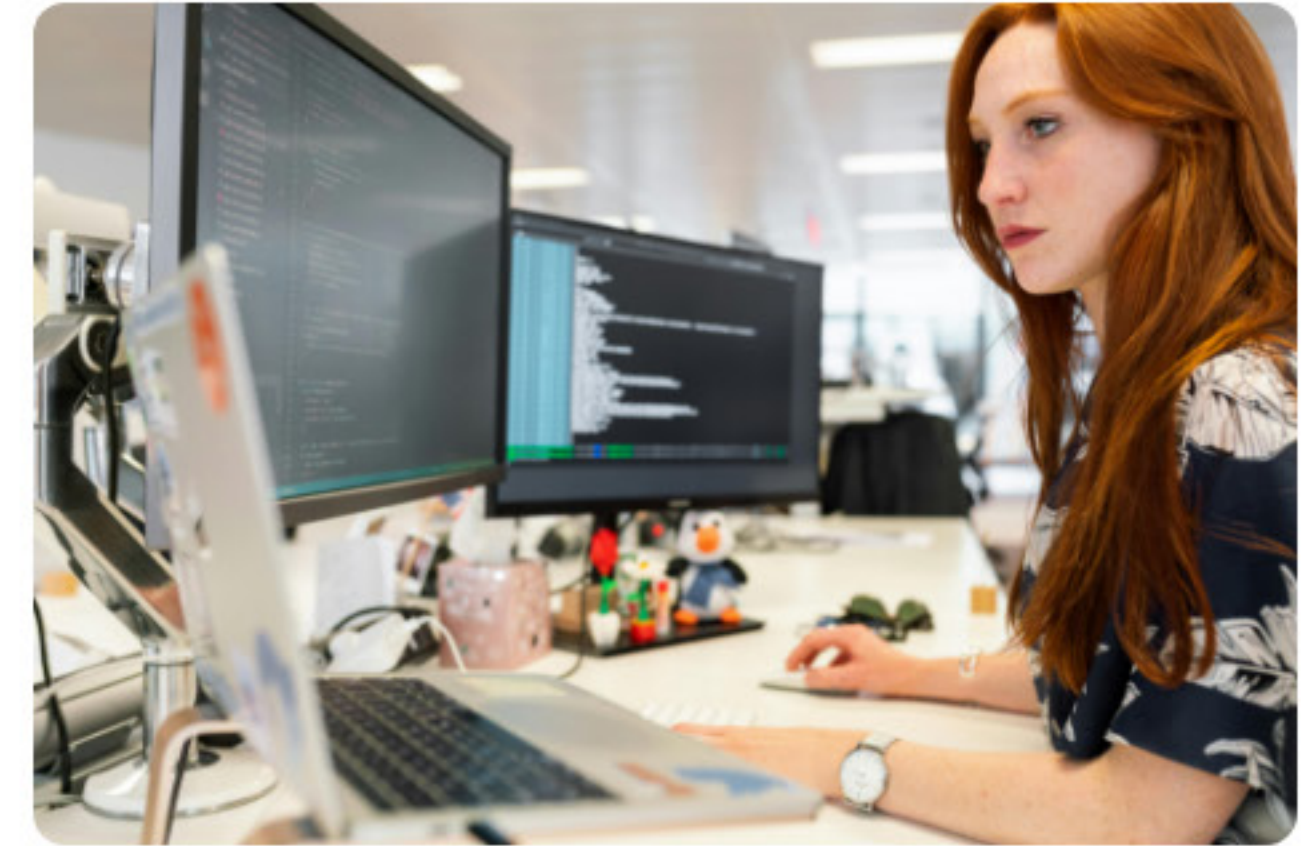
Impact White



Icons that are used in any form of digital design, marketing material, or product should be used in the three main colours and in solid fill for consistency. The colour of the background, determines the colour of the icon.

Imagery

Do's ✓



If images are going to be used, be sure that they relate to Impact's Office environment and work, they use a neutral colour pallet and they are clear to the user to view.

Imagery

Don't's 



Don't use images that are black and white, unclear, that don't have positive or neutral facial expressions, or that don't relate to Impact's Office environment and work.