



Brand Style Guide

2022-2024

DINDAS

Australia



Type Hierarchy

Montserrat Family (Title & Subtitle/ body when possible)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!/ @# \$% ^ & * () { } [] ; ' " _ + - = ` ~ < > .

Helvetica Family (Body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!/ @# \$% ^ & * () { } [] ; ' " _ + - = ` ~ ◊ .

Main Colour Palette

Pantone+
CMYK Uncoated
P27-8 U

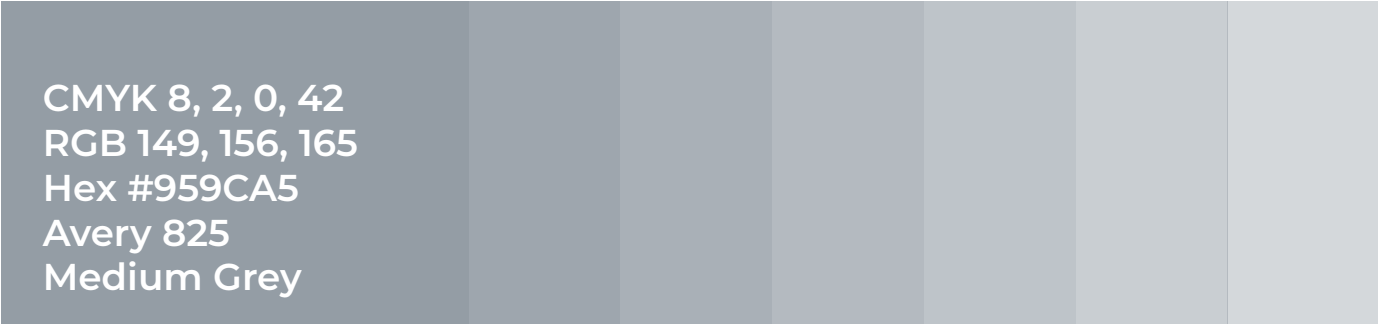
CMYK 0, 63, 91, 0
RGB 244, 125, 48
Hex #F47D30

CMYK 8, 2, 0, 42
RGB 149, 156, 165
Hex #959CA5


CMYK 75, 65, 60, 60
RGB 42, 47, 50
Hex #2A2F32




CMYK 0, 63, 91, 0
RGB 244, 125, 48
Hex #F47D30
Arlon 2100
Light Orange 97



CMYK 8, 2, 0, 42
RGB 149, 156, 165
Hex #959CA5
Avery 825
Medium Grey



CMYK 75, 65, 60, 60
RGB 42, 47, 50
Hex #2A2F32
Avery 75901
Komatsu Grey



CMYK 85, 40, 91, 38
RGB 31, 87, 51
Hex #1F5733



CMYK 0, 23, 100, 0
RGB 255, 197, 0
Hex #FFC500



! Images or elements within the dashed area around the logo are not permissible.



Maximum Reduction
Preferred Version
Height: 16mm
Width: 27mm



Maximum Reduction
Allowing text readability
Height: 8.6mm
Width: 28mm

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