

Brand Guidelines

Version 1.1

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Logo

We have two logos. The version you choose depends on the format you are applying the logo to.

Landscape logo

Use in landscape and large portrait formats.



Portrait logo

Use in formats that are tight vertically.



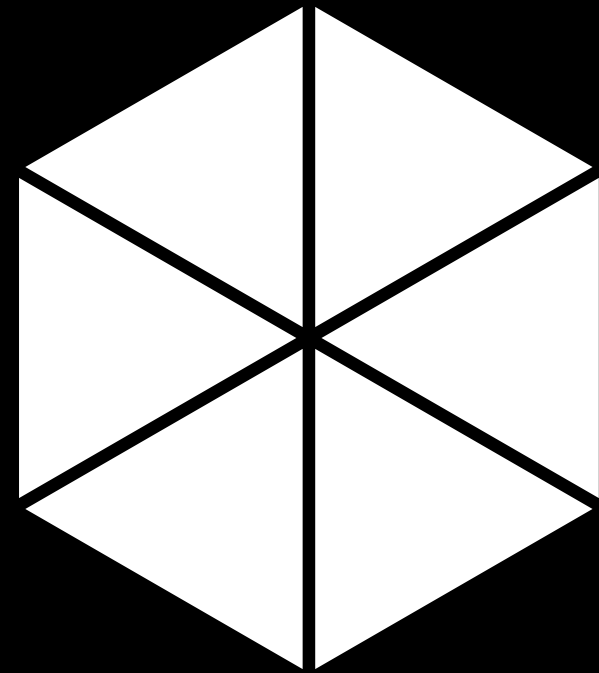
Always use the original logo artwork.
Never recreate or alter it.

Logo mark

Our logo mark is used either where space is at a minimum or where the brand name is featured in text alongside it. For example, on a social media profile picture.



Always use the original logo artwork.
Never recreate or alter it.



Minimum sizes

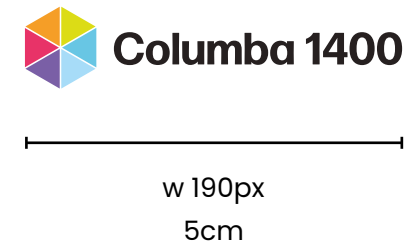
Our logo should be used to represent Columba 1400 where possible.

Our secondary logo mark should be used when the available space for it is under 2.5cm / 75px and when used in context with the Columba 1400 brand name as wording, eg. instagram profile picture.



Always use the original logo artwork.
Never recreate or alter it.

Landscape logo



Portrait logo



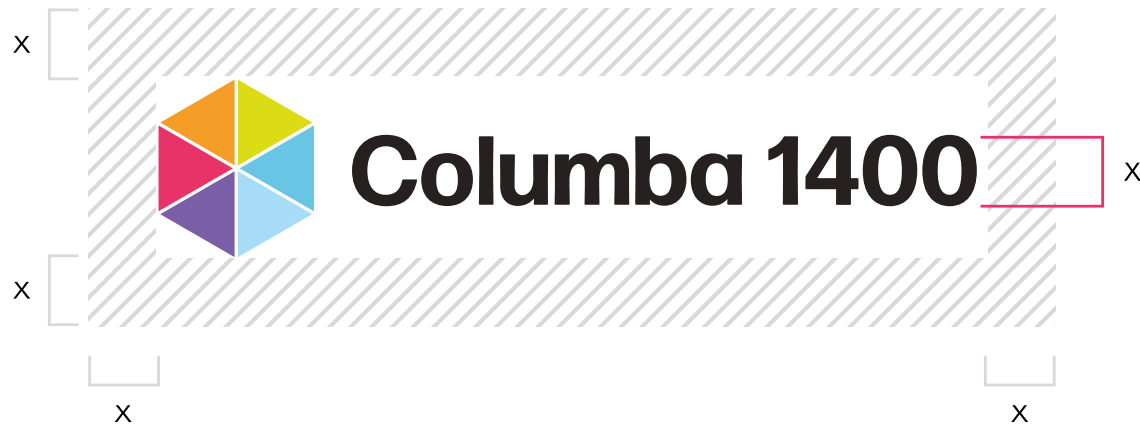
Secondary logo mark



Logo clearance

When placing the logo next to other objects ensure a clearance area to give the logo impact. The clearance area should be a minimum of x which is the height of the Columba 1400 'O'.

Landscape logo



Portrait logo



Colour use

These examples show the correct use of the Columba 1400 logo.

Landscape logo



1. Full colour logo

Portrait logo



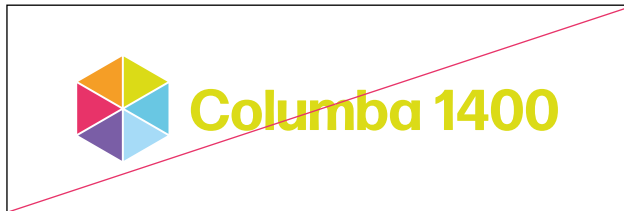
2. Single colour logo



Always use the original logo artwork. Never recreate or alter it.

Logo misuse

Ensure that the logo is always reproduced from original artwork. Never recreate or alter it. Below are examples of what **not** to do.



Do not change the colour



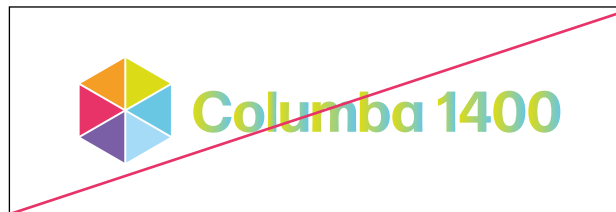
Do not distort or stretch



Do not apply any effects



Do not rotate the logo



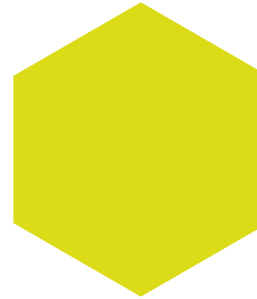
Do not fill the logo with patterns or gradients



Do not re-create or rearrange the logo

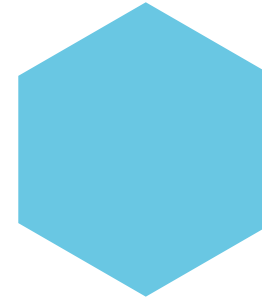
Colour

Our colour palette represents Columba 1400 as trusted and modern. Consistent use of our colour builds visibility and recognition for the Columba 1400 brand.



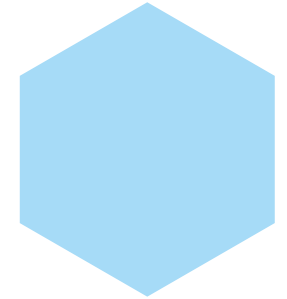
Columba Green

C21 M0 Y93 K0
RGB 220-220-22
#dbdb17



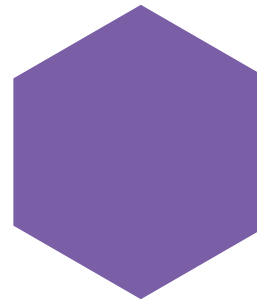
Columba Blue

C58 M0 Y9 K0
RGB 104-198-228
#69c7e3



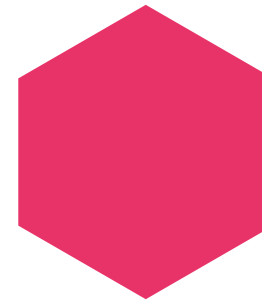
Columba Light Blue

C38 M0 Y0 K0
RGB 167-220-248
#a6dbf7



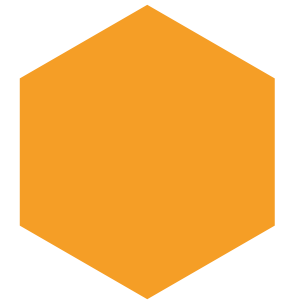
Columba Purple

C62 M0 Y68 K0
RGB 122-95-166
#7a5ea6



Columba Pink

C0 M90 Y35 K0
RGB 232-51-104
#e83369



Columba Orange

C0 M45 Y89 K0
RGB 245-158-39
#f59e26



Always use the brand colours.
Do not add new colours.

Typography

Our brand fonts is Poppins.

When typesetting body copy, please use a minimum of 11pt for screen.

Poppins - Semi Bold

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@%&()***

Poppins - Regular

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@%&()***

! When the use of a system font is absolutely essential please use Arial.

Have a question on our brand?

Contact Stephanie Fox: stephanie@columba1400.com



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