

TRUE NORTH VENTURES

Branding Kit

PRIMARY LOGO



LOGO VARIATION



COLOUR PALETTE

BLACK LOGO COLOURS (TRANSPARENT):



HEX #:C12736
OPACITY: 100%



HEX #:EF3D38
OPACITY: 90%



HEX #:EF3D38
OPACITY: 80%



HEX #:EF3D38
OPACITY: 70%



HEX #:EF3D38
OPACITY: 60%

WHITE LOGO COLOURS (OPAQUE):



HEX #:C12736



HEX #:F04E4C



HEX #:F16161



HEX #:F37474



HEX #:F58A89

FONTS

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

EXAMPLES

