

Brand Guidelines 2020



01 Colour Codes

02 Other Colours

03 Logos

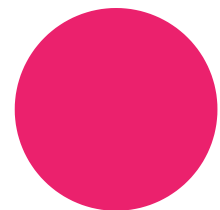
04 Digital Type

04 Print Type

01 Colour Codes Printing

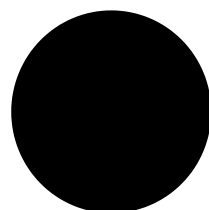
Solid Coated PANTONE	% CMYK	RGB	# HEX	
213c	0 / 93 / 27 / 0	230 / 40 / 110	#EB216D	
Black	0 / 0 / 0 / 100	0 / 0 / 0	#000000	
422c	39 / 30 / 31 / 9	160 / 160 / 160	#A0A0A0	
Cool Gray 2c	0 / 0 / 0 / 20	218 / 218 / 218	#DADADA	

PINK



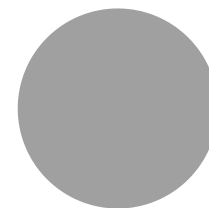
#EB216D

BLACK



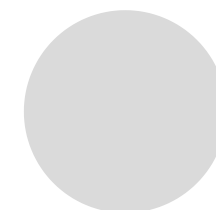
#000000

GREY



#A0A0A0

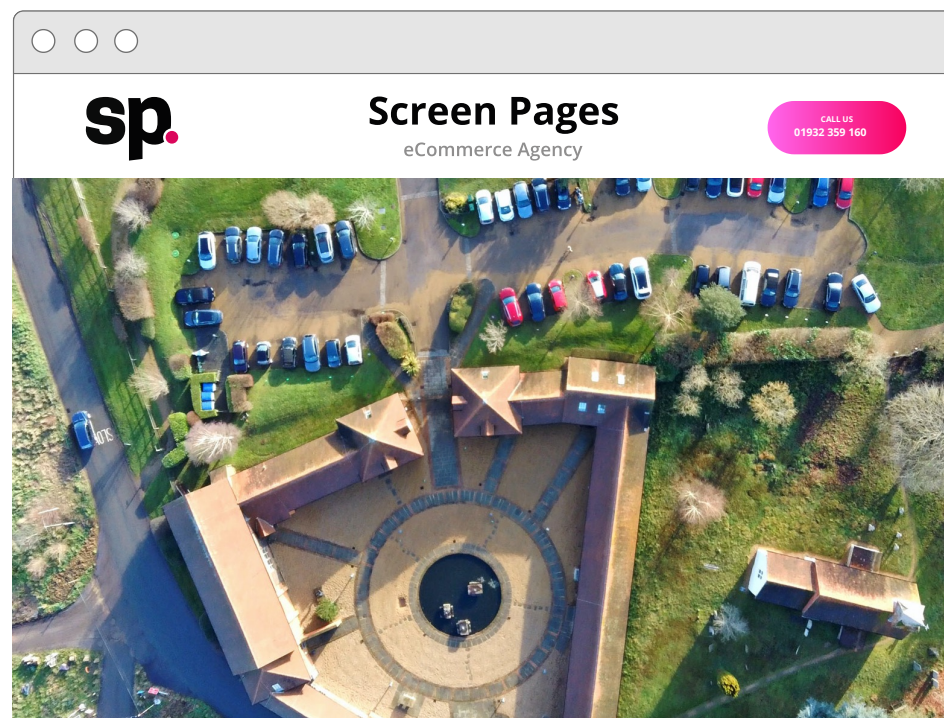
GREY



#DADADA

02 Other Colours

Web Colours



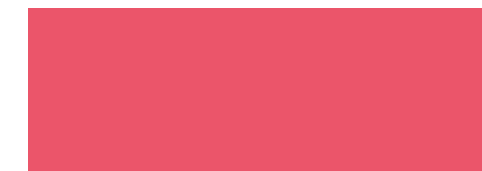
#EB216D



#F70A6A



#E96199



#E9435A



#CE71CB



#C2BFD3

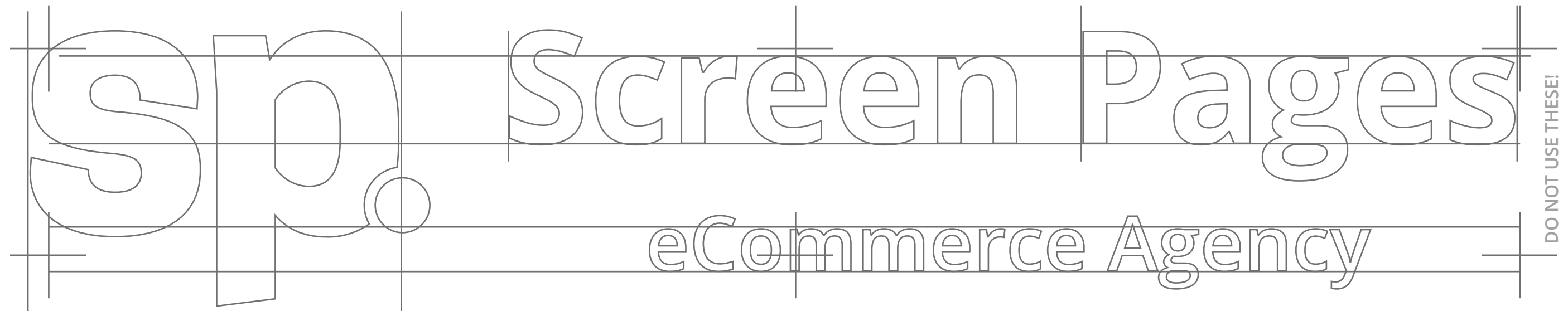


#23232D



#E8E6F2

03 Logos SP Logos



Full Logo

BLACK

#000000

PINK

#EB216D

GREY

#A0A0A0

sp.

Screen Pages

eCommerce Agency

Full White Logo

WHITE

#FFFFFF

PINK

#EB216D

GREY

#A0A0A0

sp.

Screen Pages

eCommerce Agency

*Pink Background = Full White Logo

Abbreviated Logo

BLACK

#000000

PINK

#EB216D

GREY

#A0A0A0



Abbreviated White Logo

WHITE

#FFFFFF

PINK

#EB216D

GREY

#A0A0A0



*Pink Background = Full White Logo

Stacked Logo



BLACK

#000000

PINK

#EB216D

GREY

#A0A0A0

Isolated Logo



Stacked White Logo



WHITE

#FFFFFF

PINK

#EB216D

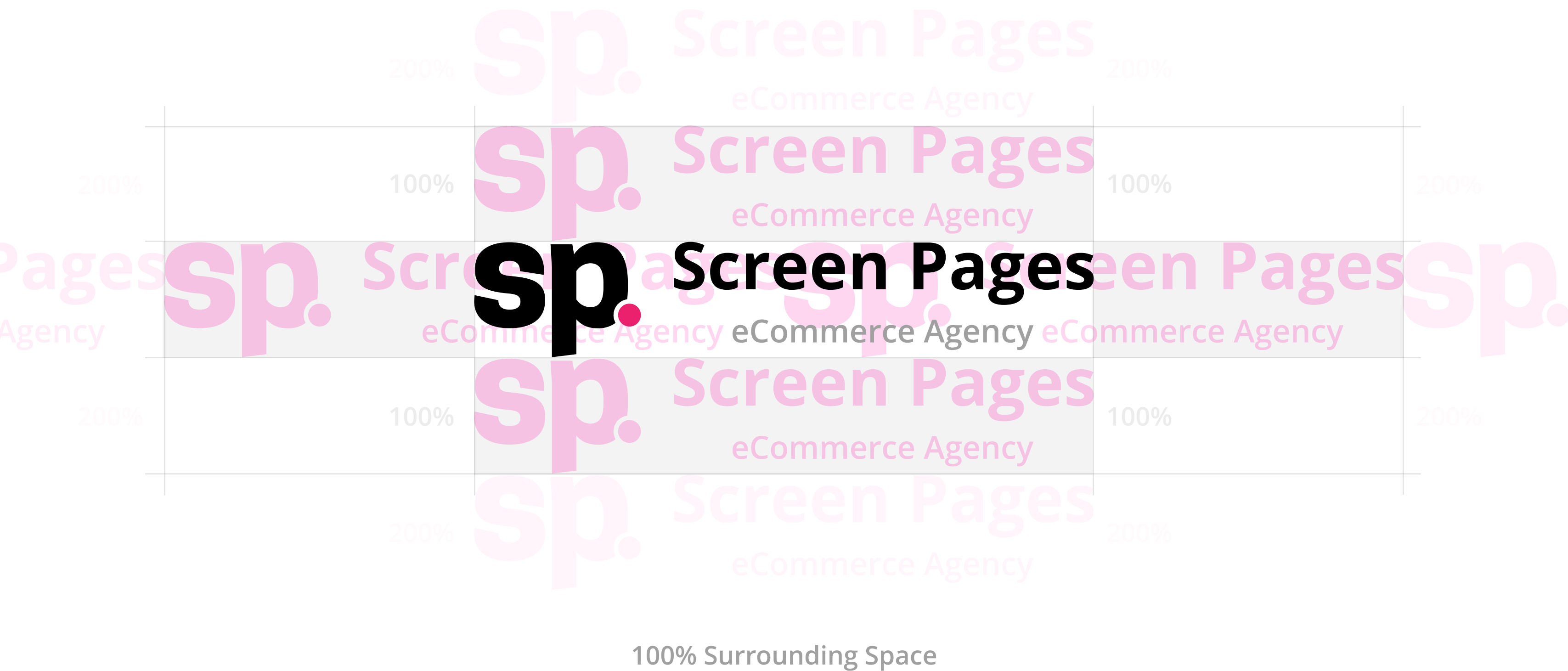
GREY

#A0A0A0

Isolated Logo



*Pink Background = Full White Logo



04 Digital Type Typography

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()¡¢£\$%&'()*+,-./:;<=>?@A[B]C[D]E[F]G[H]I[J]K[L]M[N]O[P]Q[R]S[T]U[V]W[X]Y[Z]
åſçð´ ¢©´^Δ°¬µ~øπœ®ß†¨√Σ≈¥Ω

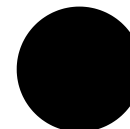
Heading 1 - Open Sans, 48px Regular / **Bold**

Heading 2 - Open Sans, 36px Light

Heading 3 - Open Sans, 24px Regular

Heading 4 - Open Sans, 18px Regular

Body - Open Sans, 16px Regular



04 Print Type Typography

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£\$%^&*()i€#¢∞§¶•ao--_ = + { } [] ; : / \ , . ~
åſçð'f©' ^Δ°¬μ~øπœ®β†"√Σ≈¥Ω

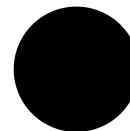
Heading 1 - Verdana, 48px Regular

Heading 2 - Verdana, 36px Regular

Heading 3 - Verdana, 24px Regular

Heading 4 - Verdana, 18px Regular

Body - Verdana, 16px Regular





design@screenpages.com