



Brand Guidelines

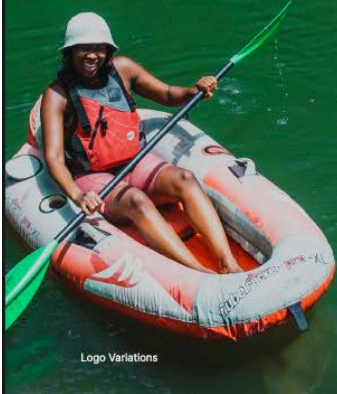


Brand Guidelines

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Logo Variations

## Logo Variations

Logo variations allow for maximum application flexibility. This brand guideline outlines the appearance and usage of each logo variation.



### — Logo Variations

#### Primary Logo

Use this as the primary logo for all light coloured background applications in order to maintain the Cucumber green and Avocado green brand recognition.



Logo Variations

— Logo Variations

### Secondary Logo

The secondary logo is a variation of the primary logo offering alternate colour - in Vanilla white for darker background applications.



### Brand Colours

Colour is crucial for the public to recognize your brand at first glance. This brand guideline establishes the primary colours used in the logo design as well as the secondary colours to accompany the logo in various applications.

— Brand Colours

## Primary Colours

Cucumber green, and Avocado green are the primary brand colours for Norfolk Economic Development.

**Cucumber**

HEX	06784B
RGB	6 120 75
CMYK	88 29 86 16
Spot Colour	TM 19-a5

**Avocado**

HEX	9BCA3B
RGB	155 202 59
CMYK	45 0 100 0
Spot Colour	TM 17-a

**Licorice**

HEX	1A1A1A
RGB	26 26 26
CMYK	73 67 65 78
Spot Colour	CF 97C Black



— Brand Colours

## Secondary Colours

The secondary colour, Vanilla (white) serves as an alternate colour for dark background applications.

Peach and Cotton Candy are not to be used within the logo but are complimenting colours to support the logo brand colours.

**Vanilla**

HEX	F4F3EE
RGB	244 243 238
CMYK	3 2 5 0
Spot Colour	TM 49-h

**Peach**

HEX	F7AD24
RGB	247 173 36
CMYK	2 36 97 0
Spot Colour	HKS 05 K

**Cotton candy**

HEX	2FC4D4
RGB	47 196 212
CMYK	66 0 18 0
Spot Colour	TM 29-b





Brand Typeface

## Brand Typeface

Just as colour is crucial in brand recognition, so is typography. Typography for a modern logo should be easy and a pleasure to read in both large scale applications and small. This brand guideline outlines the typefaces used in this logo and how to use them in other publications to fit the brand.

### Brand Typeface

## Bold Typeface

Poppins bold is a geometric sans serif typeface created by Indian Type Foundry, Jonny Pinhorn, and Ninad Kale.

This typeface was selected for the word 'Norfolk' to offer a strong and modern presence which is also ideal for other heading/text uses.

### Poppins Bold

# Aa

Aa Bb Cc Dd Ed Ff Gg Hh Ii  
 Jj Kk Ll Mm Nn Oo Pp Qq Rr  
 Ss Tt Uu Vv Ww Xx Yy Zz



Brand Typeface

— Brand Typeface

**Tagline  
Typeface**

Poppins bold is a geometric sans serif typeface created by Indian Type Foundry, Jonny Pinhorn, and Ninad Kale.

The normal weight of this typeface is used for the tagline of the logo in uppercase lettering with increased tracking between the letters. This weight and letter tracking should be used as smaller secondary heading texts in other publications and applications.

Poppins Regular

Aa

Aa Bb Cc Dd Ed Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz



Brand Typeface

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**Brand Credits**

The Norfolk Economic Development logo, its variations, and brand guideline has been created by Redding Designs Inc.

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