

LOGOS



TYPOGRAPHY

SOFTIA PRO FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxyz

COLOURS



**NAVY**  
HEX #121D44  
CMYK 100/92/40/47  
RGB 18/29/68



**GREEN**  
HEX #00B18E  
CMYK 78/3/58/0  
RGB 0/177/142



**PINK**  
HEX #F16687  
CMYK 0/75/25/0  
RGB 241/102/135



**PEACH**  
HEX #F68D6F  
CMYK 0/55/55/0  
RGB 246/141/111



**BLUE**  
HEX #0091B2  
CMYK 82/28/21/0  
RGB 0/145/178



**PURPLE**  
HEX #BD4B9B  
CMYK 25/85/0/0  
RGB 189/75/155



**BLACK**  
HEX #F16687  
CMYK 75/68/67/90  
RGB 75/68/67/90



**YELLOW**  
HEX #FFE300  
CMYK 2/6/99/0  
RGB 255/227/0

Additional colours outside of this palette may be introduced, provided they align with the campaign's objectives. However, these colour variations must be approved by the communications team at a strategic level to ensure brand consistency.

GRADIENTS



Gradients can be created by combining colours from the existing palette.