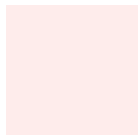




Colours

Our brand is made up of a collection of clean, complementary colours plus white. The combination works together - like we do - to create a sense of calm, evoke the idea of a fresh start, and highlight the power of collaboration.



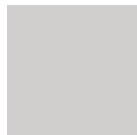
Pale Pink
FEECEB
0/8/3/0
PMS 705



482 Pink
F4C3CC
3/30/16/0
PMS 699



Olive
C9D5BA
22/8/29/0
PMS 7485



Silver
D0CFCD
18/14/15/0
PMS Cool
Greys 2-4



Cool Grey
98989A
43/35/35/1
PMS Cool
Greys 6-8



Neutral Black
222222
PMS NB
72/66/64/72

Fonts

FONT	STYLE	SAMPLE	USAGE
Annisette	Std Petite	482 Collective	Headlines + Subheads use for text
Annisette	Std	482 COLLECTIVE	use for numbers
Lato	reg <i>italic</i> light med semi bold	482 Collective	Social Media Posts use for text + numbers
Avenir	reg <i>italic</i> light med demi bold	482 Collective	Letters + documents use for headings + body copy
Alisha	regular	<i>by appointment only</i>	use sparingly for "call outs" + emphasis

Logos + Images

- Use logo WITHOUT tagline for small spaces
- Use silver lines to separate blocks of text
- Ensure text is minimal, accurate, and aligned
- Leave minimum 0.25" of white space around our logo
- Never alter the 482 Logo or tagline without permission
- For additional stylistic and image choices, please visit our website: the482collective.com and IG account [@the482collective](https://www.instagram.com/the482collective)

