

Brand Guidelines



Your Logo

Your full-colour logo is your primary colourway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or coloured background, use the white or black version



Regeneros

BEYOND SUSTAINABILITY



Regeneros

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Regeneros

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Colours

The brand is made up of the following colors. Any colors outside of this palette may not be used for the logo.



rgb(11,129,64)

hsl(147, 84.3%, 27.5%)

#0B8140

rgb(70,73,70)

hsl(120,2.1%,28%)

#464946

rgb(56,58,56)

hsl(120,1.8%,22.4%)

#383A38

Pairing Colours

We have hand selected each of these colours as compatible colours for you to use in other materials alongside your brand.

By having a set of colours that you can pair with your brand colours it enables you to add variation whilst ensuring your brand is in focus at all times.

#f3b24e

#222814

#222814

#ffffff

#96b53c

#387e3c

Logo Usage

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



Typography

**Typography is the fonts of your brand,
specifically the fonts used in your logo.**

**Below you can see exactly which fonts
were used for yours.**

Header Text

Noto Sans JP

Slogan Text

FOXUS



Pairing Typography

Pairing typography is a set of fonts that you can use in conjunction with your main brand fonts (the ones used in your logo) to provide variation whilst ensuring that your brand is consistent throughout

Pairing 1

Ubuntu Light

Ubuntu Regular

Ubuntu Medium

Ubuntu Bold

Pairing 2

Mukta Light

Mukta Regular

Mukta Medium

Mukta Bold

Pairing 3

Lora Regular

Lora Medium

Lora Bold

Application

This is an example of how the logo and brand elements may be used in brand applications such as business cards.



Name

JOB TITLE

Business Address

Phone Number

Email Address

Website