

Professional Services Review

Brand Toolkit

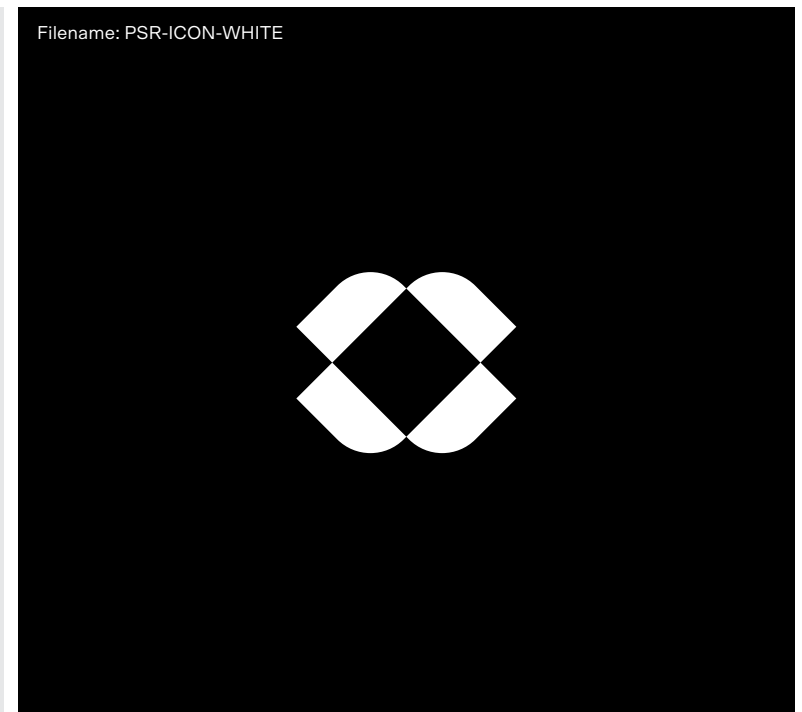
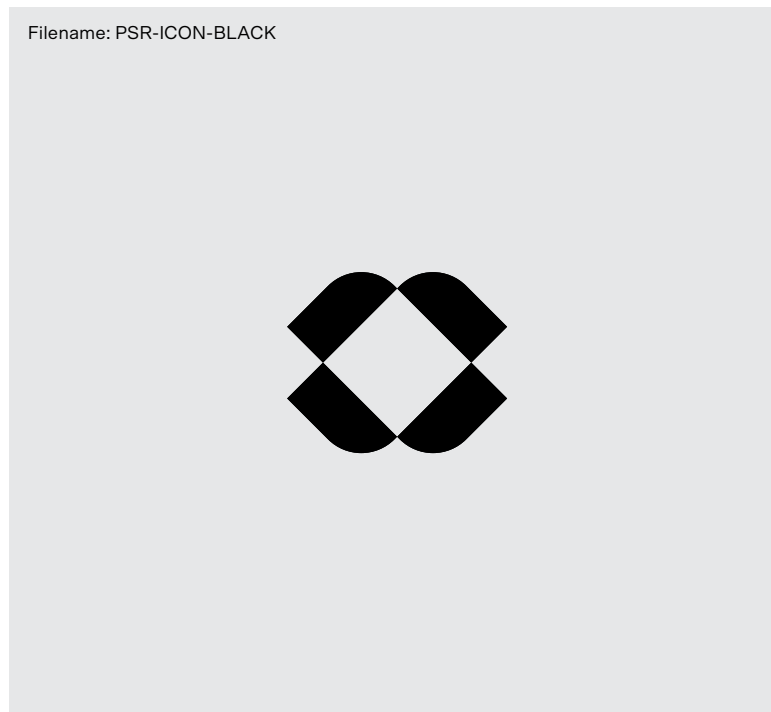
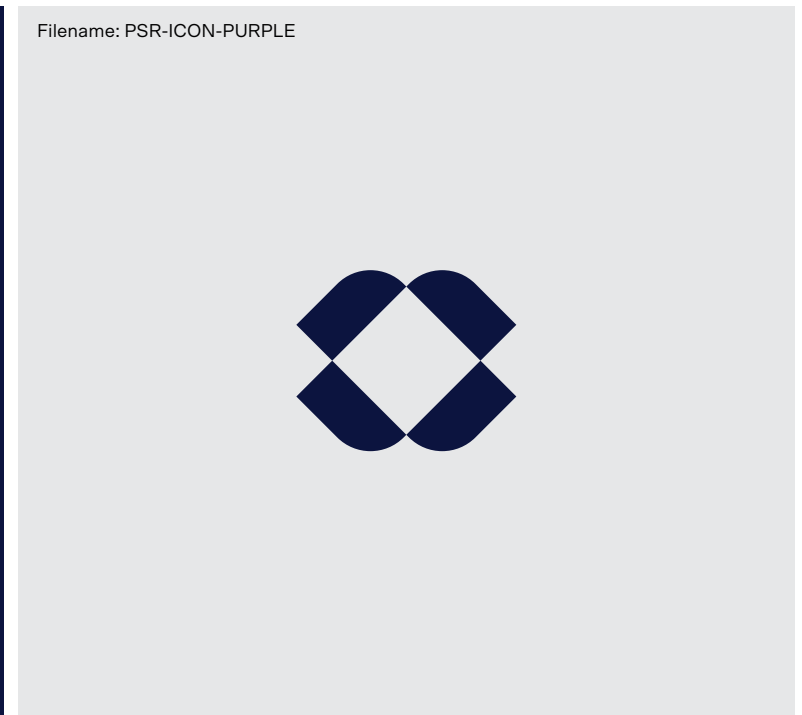
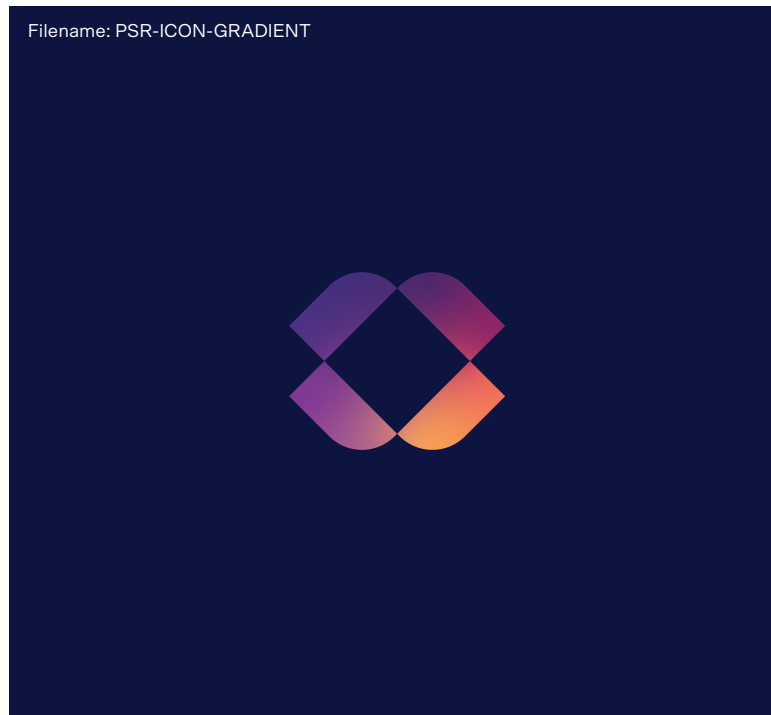
SWELL

This document covers the key elements essential to the brand identity for Professional Services Review.

As a brand toolkit, the basic principles outlined within act as a practical and valuable resource that ensure consistency.



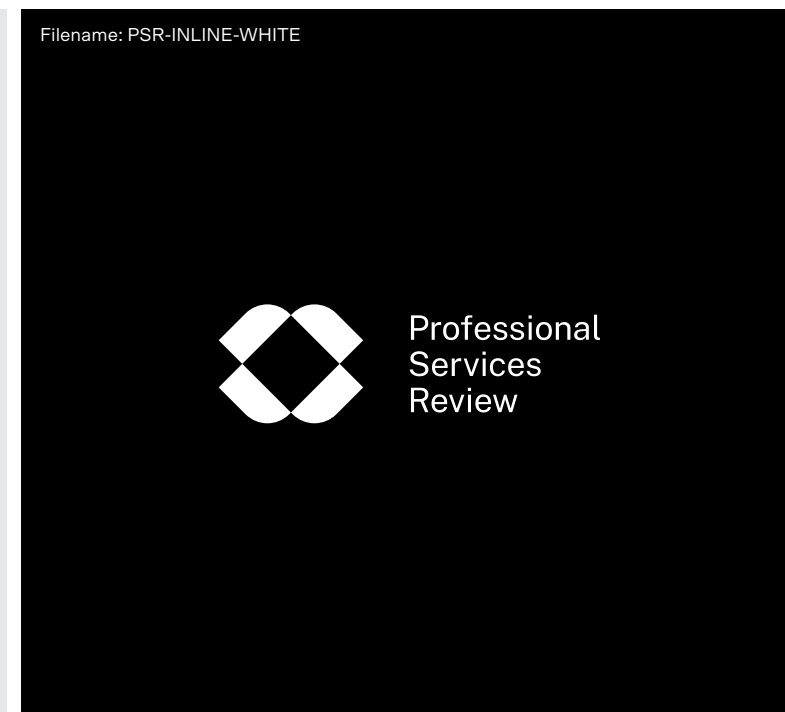
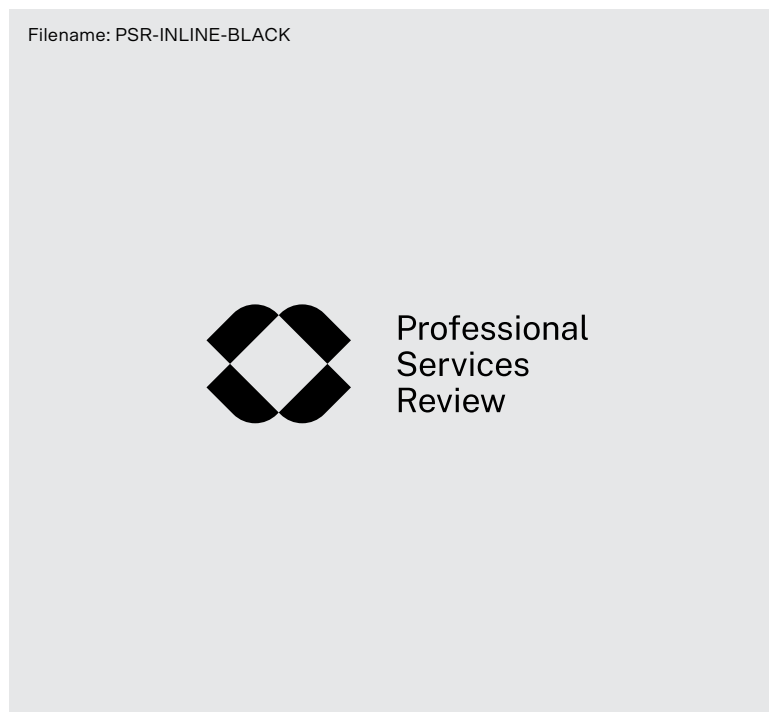
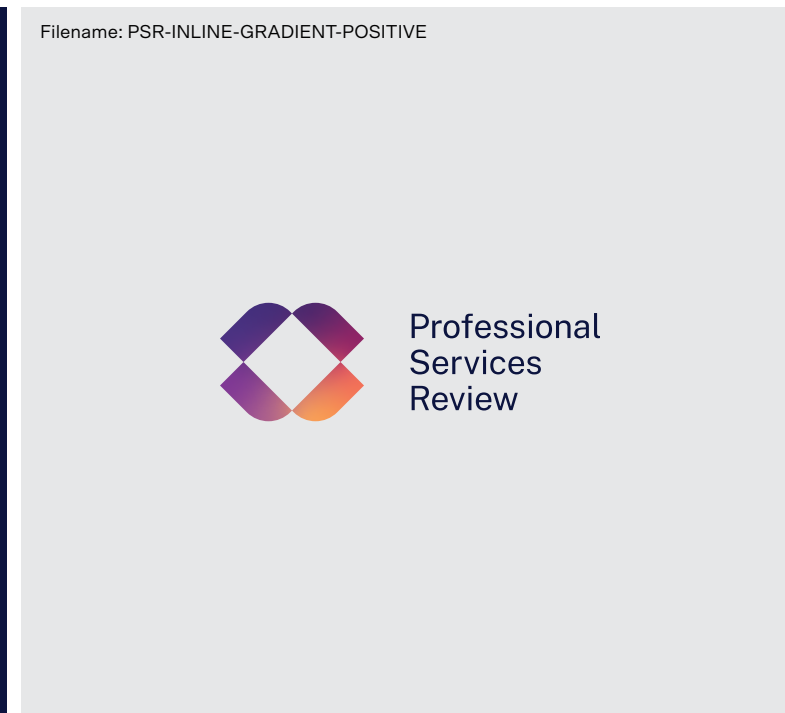
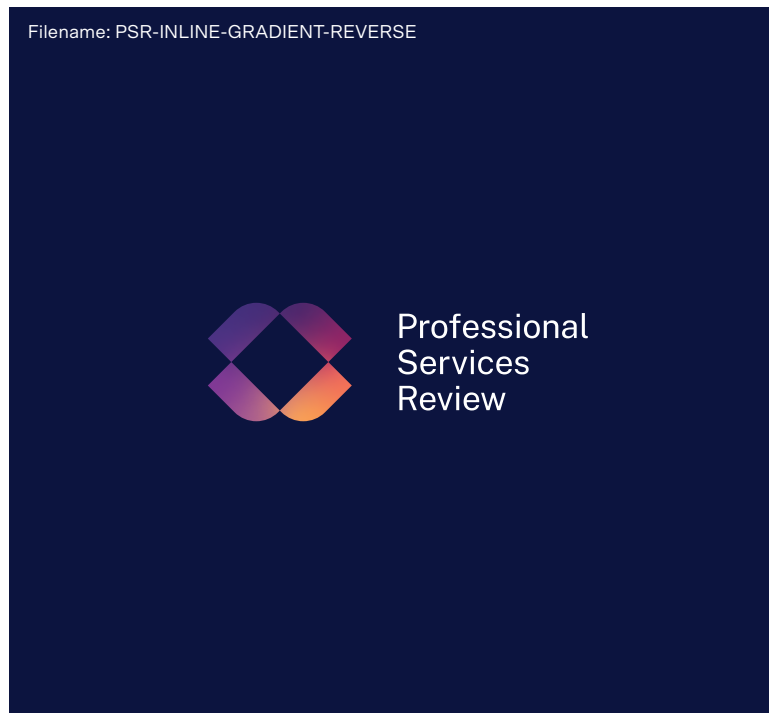
Logo Brandmark



Our primary brandmark is our unique mark which identifies our brand, and is the most fundamental component of our visual identity.

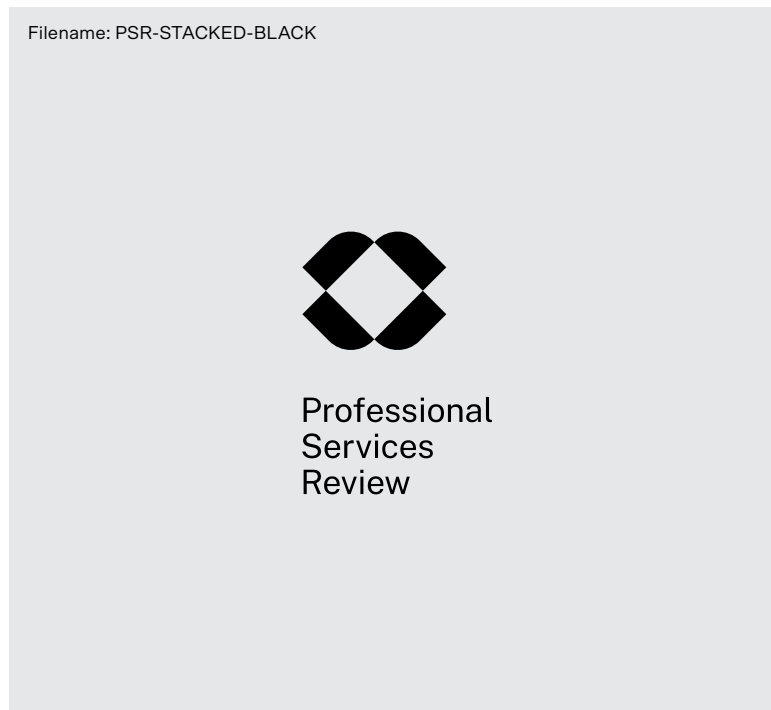
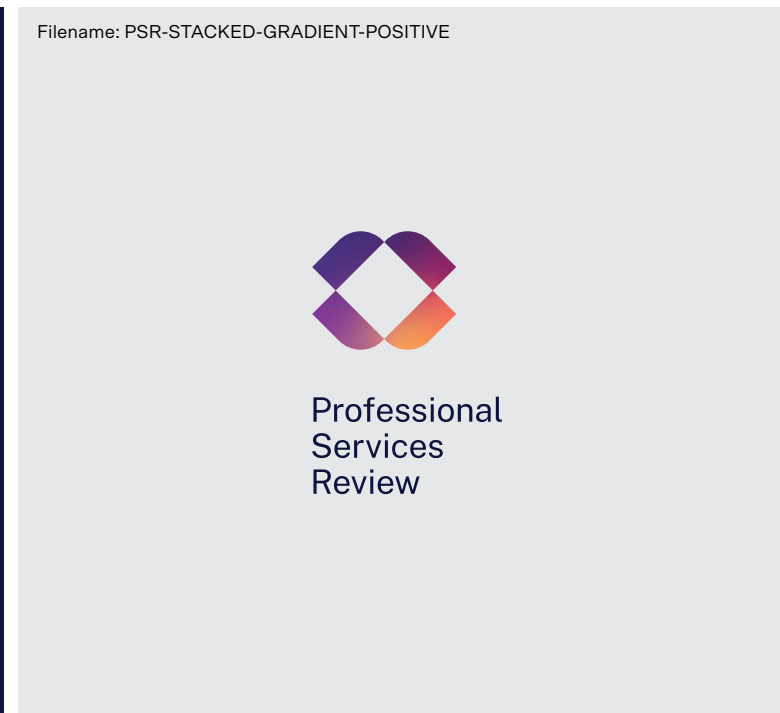
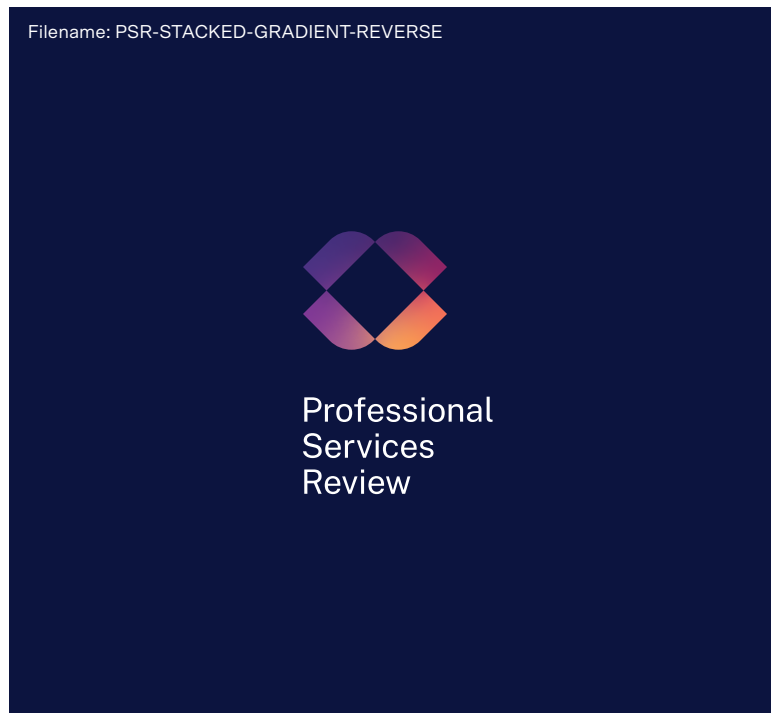
It is a visual expression of our brand, and as such must be valued. It acts like a signature, and unifies our offering across all communications.

Logo Brandmark Inline



Our brandmark should never be re-drawn, traced or modified in any way for any purpose. Original electronic 'master files' from our logaset should only ever be used.

Logo Brandmark Stacked



Our brandmark should never be re-drawn, traced or modified in any way for any purpose. Original electronic 'master files' from our logaset should only ever be used.

Colour Palette

Dark Purple

Pantone® Coated	2768 C
CMYK	100 93 35 55
RGB	12 20 63
Hex	#0C143F

Purple

Pantone® Coated	249 C
CMYK	50 95 30 10
RGB	135 47 107
Hex	#872F6B

Orange

Pantone® Coated	7598 C
CMYK	0 80 80 12
RGB	214 81 57
Hex	#D65139

Magenta

Pantone® Coated	219 C
CMYK	5 100 5 0
RGB	225 7 134
Hex	#E10786

Grey

Pantone® Coated	Cool Gray 9 C
CMYK	0 0 0 68
RGB	113 115 117
Hex	#717375

Colour values should be kept as is and should not be altered. RGB and HEX values are provided for digital applications along with Pantone® and CMYK values for print.

Public Sans

Weight Specimen

Extra Light
Light
Regular
Medium
Bold
Extra Bold

Arial is the default system equivalent, and should be readily available on all modern operating systems including day-to-day material such as word processing and email communications.

International copyright law forbids from sharing font files internally and externally. Licenses are available for purchase through select websites.

[→ Download](#)

Uppercase + Lowercase Characters

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

Common Punctuation + Symbols

0 1 2 3 4 5 6 7 8 9
. , : ; - - - ! ?
\$ # % @ &
* () [] + = / \ > <

Head 1 - Bold

Font - Public Sans
Weight - 700
Size - 44
Line Height - 52

Head 1

Font - Public Sans
Weight - 400
Size - 44
Line Height - 52

Head 2

Font - Public Sans
Weight - 400
Size - 30
Line Height - 35

Head 3

Font - Public Sans
Weight - 400
Size - 44
Line Height - 52

Paragraph Text

Font - Public Sans
Weight - 400
Size - 21
Line Height - 25

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