BRAND GUIDELINES

AWAKENING THE HERO WITHIN.

BRAND GUIDELINES

Our corporate logo was created to represent Impact Society as a whole.
It is to be used on all marketing and promotional materials.

LOGO

White background

Dark background

Vertical version

Dark background

BRAND COLOURS

Primary Colours

Pantone 382C	Pantone 299	35% Pantone Black C
C29, M0, Y100, K0	C75, M22, Y2, K0	C0, M0, Y0, K35
R193, G215, B46	R74, G155, B207	R176, G178, B180
#C1D72E	#4A9BCF	#545454

Secondary Colour

Pantone Black C
C0, M0, Y0, K100
R0, G0, B0
#000000

Our primary colour is a vibrant green, chosen to represent the youthfulness of our brand, its vibrant outlook towards the future, and our unwavering support for mental health awareness.

TYPOGRAPHY

The primary font utilized for all materials by Impact Society, including their brand logos and headings in documents, presentations, and on the website, is Novecento Wide Medium. To complement this, Open Sans has been chosen as the secondary font, designated for all body text across documents, presentations, and the website.

NOVECENTO WIDE ULTRABOLD
NOVECENTO WIDE BOLD
NOVECENTO WIDE DEMIBOLD
NOVECENTO WIDE MEDIUM
NOVECENTO WIDE NORMAL
NOVECENTO WIDE BOOK
NOVECENTO WIDE LIGHT
NOVECENTO WIDE ULTRALIGHT

Open Sans Extrabold
Open Sans Bold
Open Sans Semibold
Open Sans Regular
Open Sans Light

LOGO PLACEMENT

When placing corporate logo onto an image or footage, please do not interfere the visual with any part of the logo. Leave clear spaces around the logo, take the brand icon as measuring guide.
Ideal logo placement practice is to orient the logo at the corners.