



BRAND GUIDELINES

INTRODUCTION

This document contains the rules for the visual communication system for Immerse Plumbing and Gas.

Follow these rules to maintain brand consistency. This includes all the elements you may need, including logo, typefaces & colours.

LOGO

LOGO

The logo must be resized proportionately, never stretched.
The logo can be used on light backgrounds.

PRIMARY LOGO



LOGO COLOUR VARIATIONS

These are the applied variations for logo use.

SECONDARY LOGOS



Solid Colour Variation



Solid Colour Blue



Full Solid Orange



Full Solid Grey

LOGO APPLICATION



LOGO DON'TS



COLOURS

COLOURS

These are the brand colours.
No other colours should be used
in brand collateral.

DEEP WATER BLUE

CMYK
100, 97, 32, 21

RGB
40, 40, 92

HEX
#28285C

FLAME ORANGE

CMYK
3, 63, 92, 1

RGB
245, 93, 20

HEX
#F55D14

GREY

CMYK
7, 4, 5, 0

RGB
237, 245, 242

HEX
#EDF5F2

SHALLOW WATER BLUE

CMYK
72, 16, 4, 0

RGB
71, 214, 245

HEX
#47D6F5

TYPOGRAPHY

FONT

PRIMARY FONT

Times New Roman Bold

Times New Roman Regular

ACCENT FONT

Freestyle Script Regular