



# BRAND GUIDELINES





# INTRODUCTION

In this guide we look at the visual elements and language that make up the VPS Group brand.

More than just our logo, our brand includes the colours and typography we use, iconography, photography and tone of voice, joining together to create recognisable and consistent communications.

<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>

# 01 | LOGO



# 01 | VPS MASTER LOGO LOCK-UP

Our Master Logo Lock-up is our hero. It signifies our presence. It is integral to every VPS Group communication, product or service. It is simple to use and has clear colour, size and positioning guidelines to ensure a uniform appearance.

It is to be used in black on a white or light colour background (FIG. 01).

It is to be used in white on a dark colour background (FIG. 02).

It can be viewed and downloaded from our [VPS Resource Hub](#).

FIG. 01



FIG. 02



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



# 01 | VPS MARQUE

The VPS emblem should be used sparingly by itself, with the primary logo lockup (pg. 4) being the preferred default. However, it can serve as a visual focal point on social media and app platforms.

Use it in black on a white or light-colored background (FIG. 01).

Use it in white on a black or dark-colored background (FIG. 02).

It can be viewed and downloaded from our [VPS Resource Hub](#).

FIG. 01

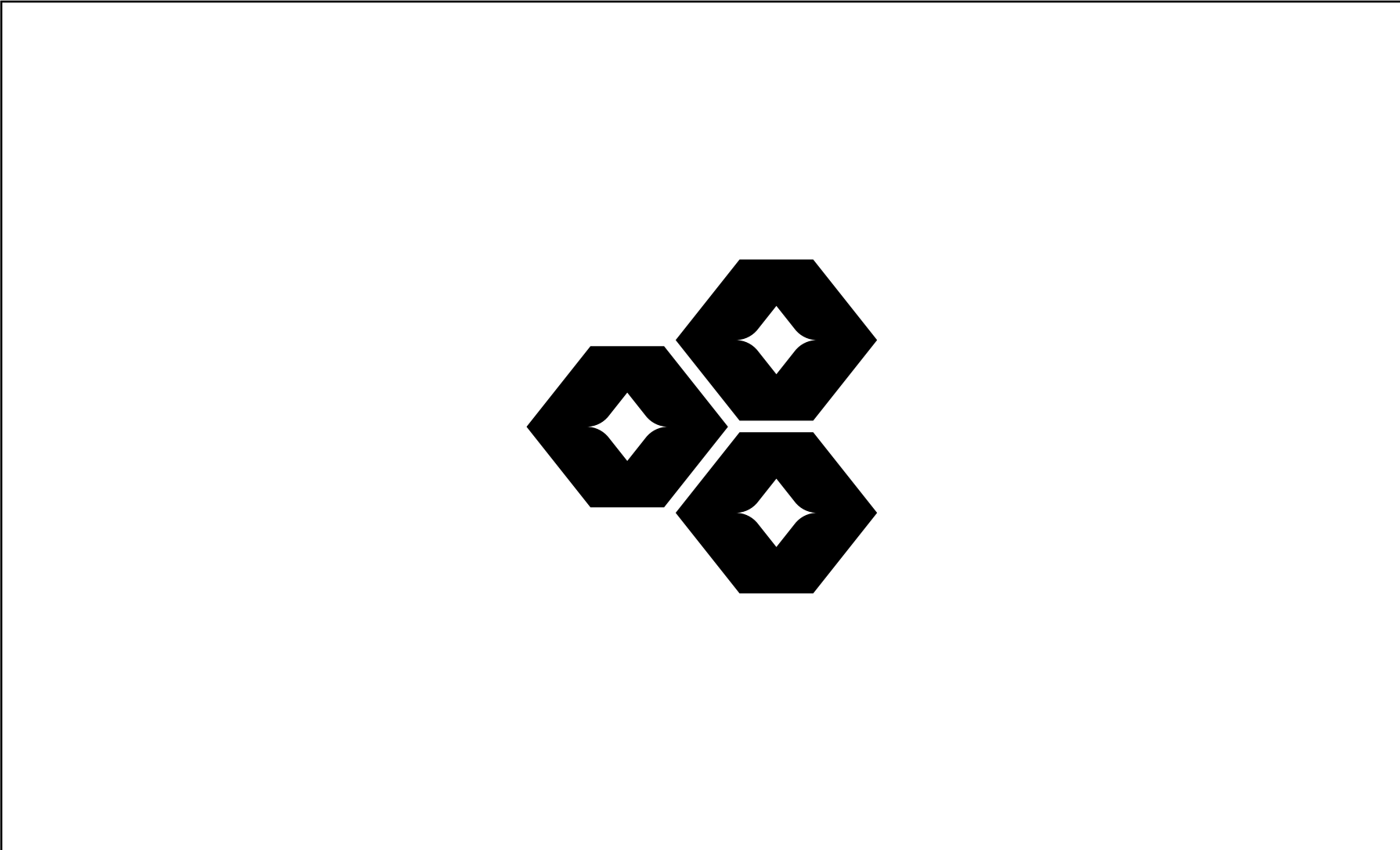
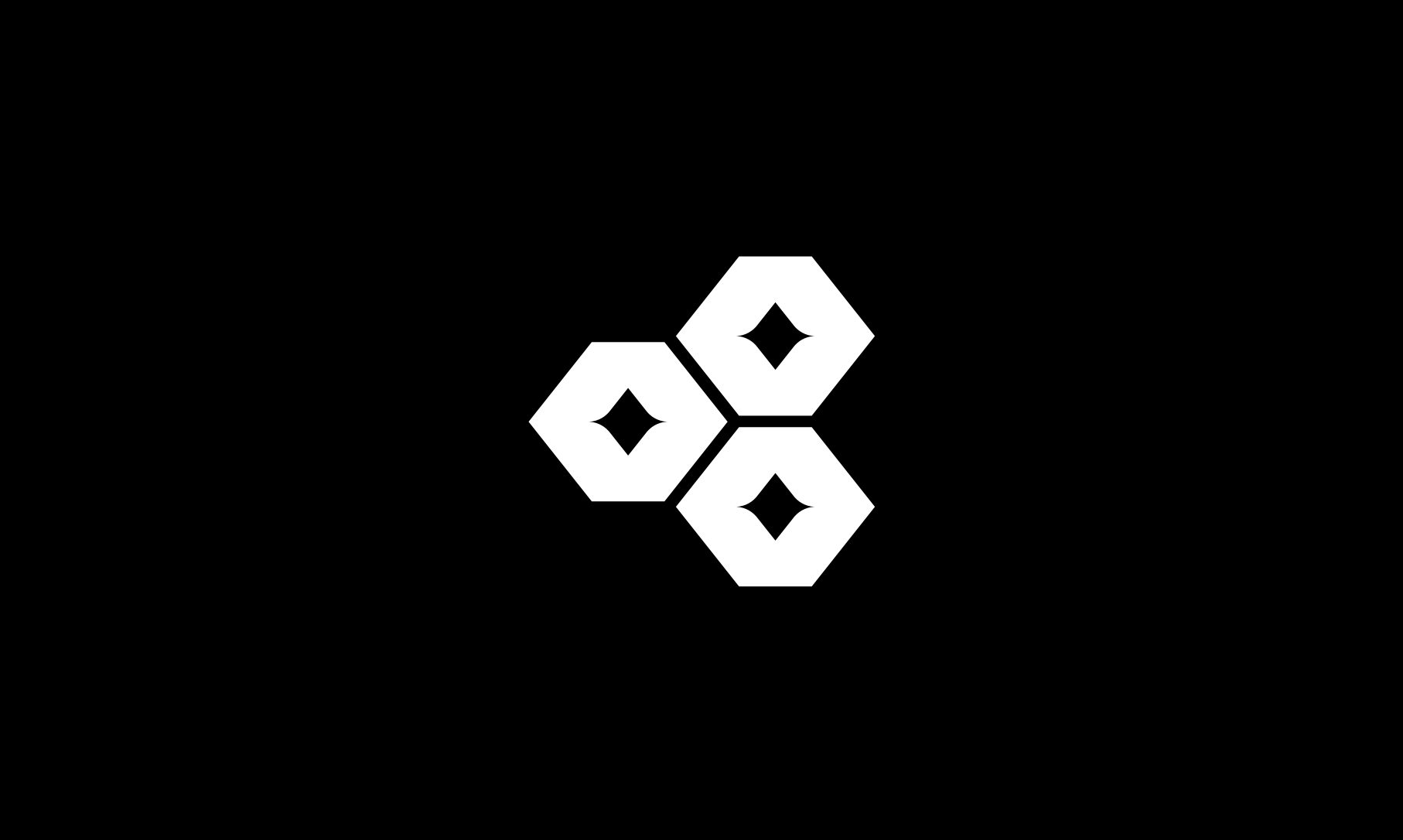


FIG. 02



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>

# 01 | LOGO PLACEMENT

To maintain the integrity and stand out of the our logo please observe the clearzone shown below (FIG.01).

When placing the logo on marketing and sales collateral please use top left where possible. Alternatively top right, bottom left and bottom right are also permissible (FIG.02).

FIG. 01

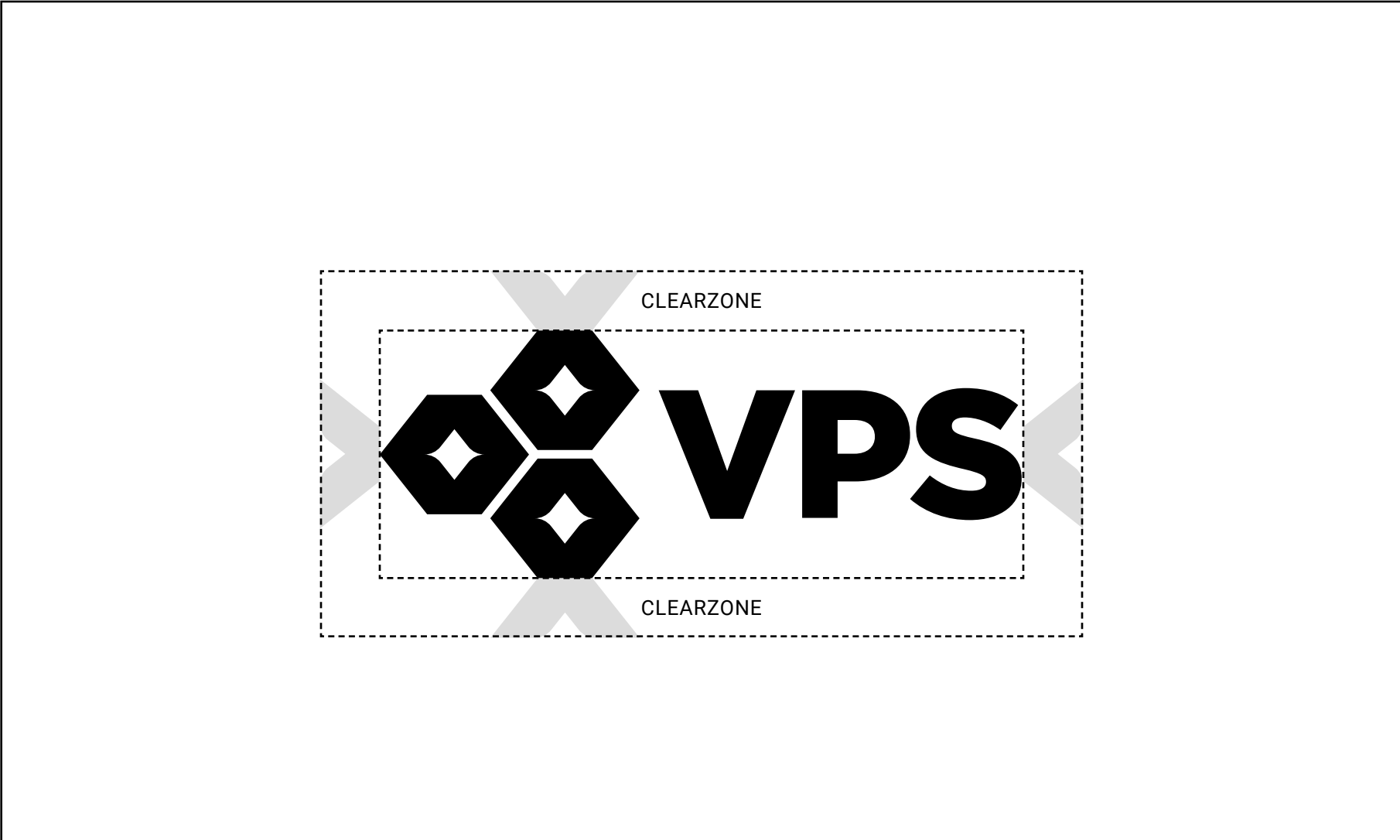


FIG. 02



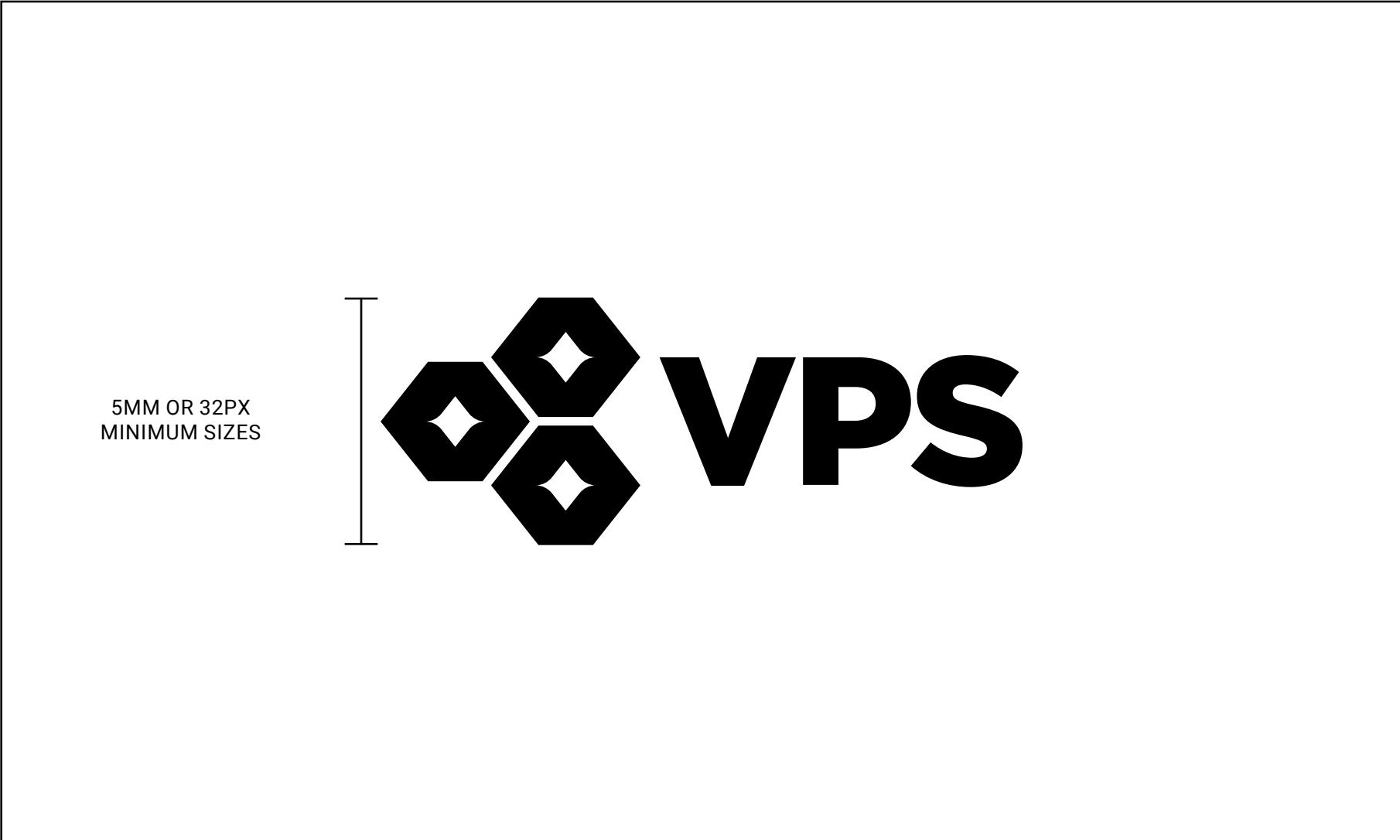
<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



# 01 | LOGO SIZING

There is no maximum size limit to our logo. But enlarge in proportion, with consideration to the overall design of the communication. To maintain full legibility, the VPS Group logo has a minimum height size of 5mm for print or 32 pixels for screen (FIG. 01).

FIG. 01



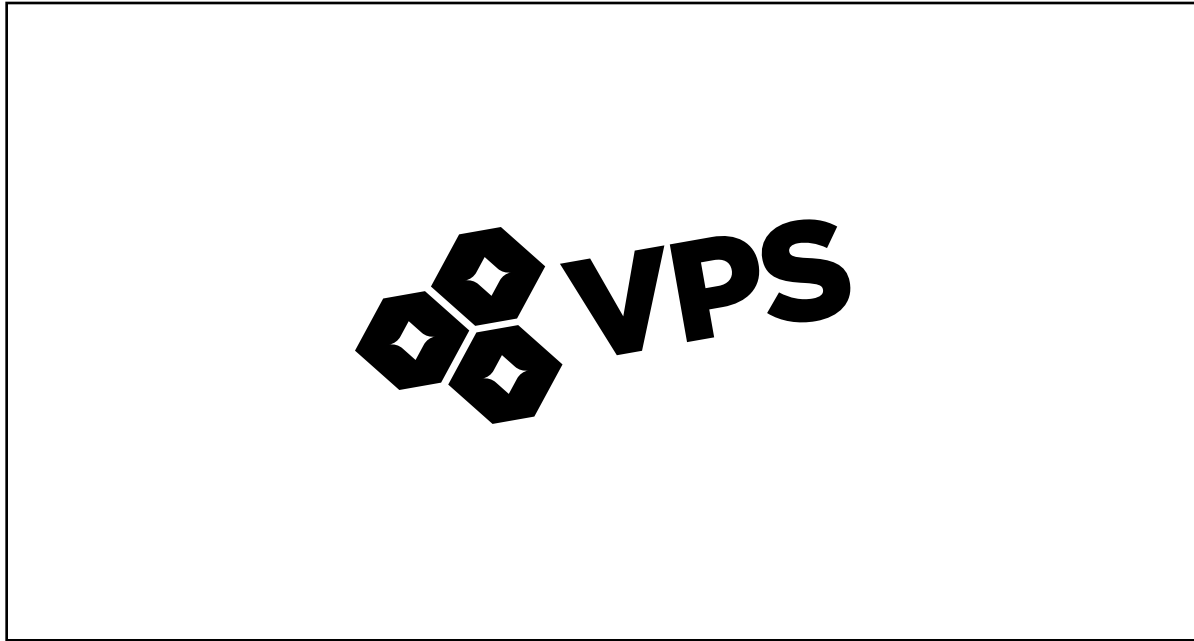
<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>

# 01 | LOGO RESTRICTIONS

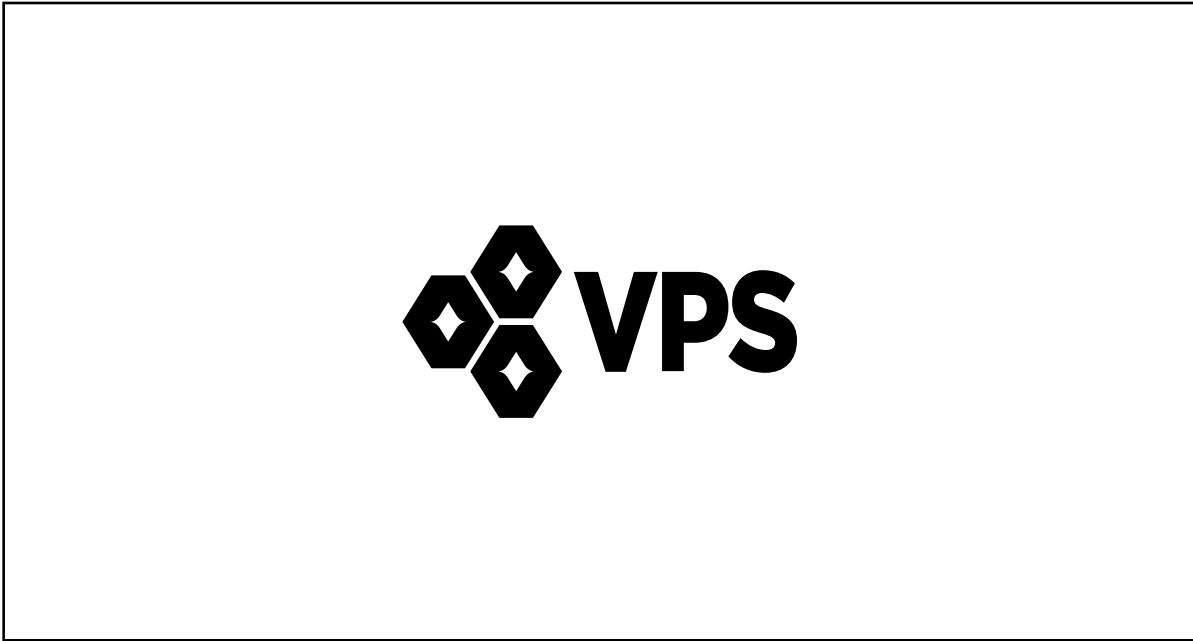
There are restrictions when using our logos shown below. Please observe them.

Should you have any questions or need assistance regarding our logo use please contact your marketing lead.

⊗ DO NOT ROTATE



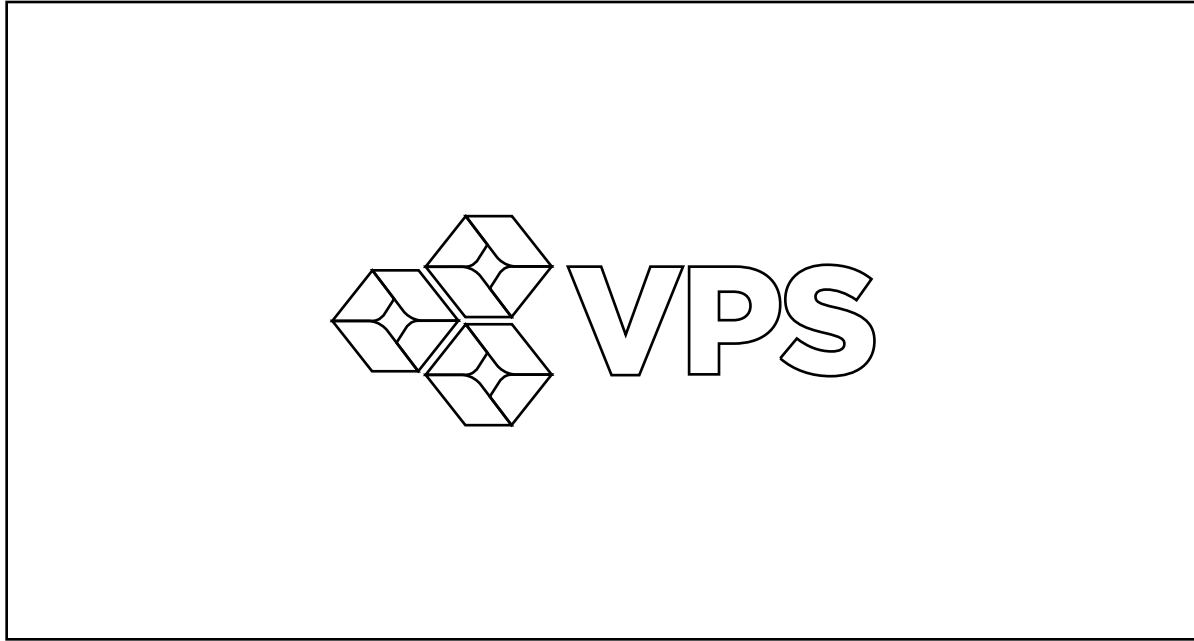
⊗ DO NOT STRETCH



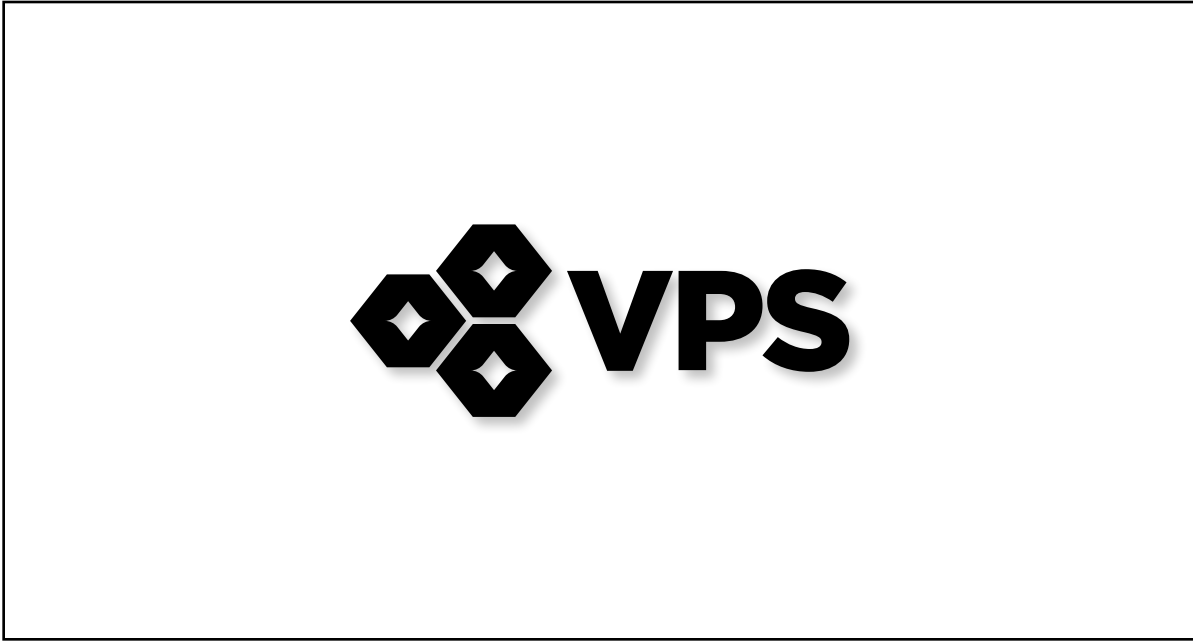
⊗ DO NOT RE-COLOUR



⊗ DO NOT OUTLINE



⊗ DO NOT SHADOW



⊗ DO NOT PLACE ON COMPLEX BACKGROUNDS



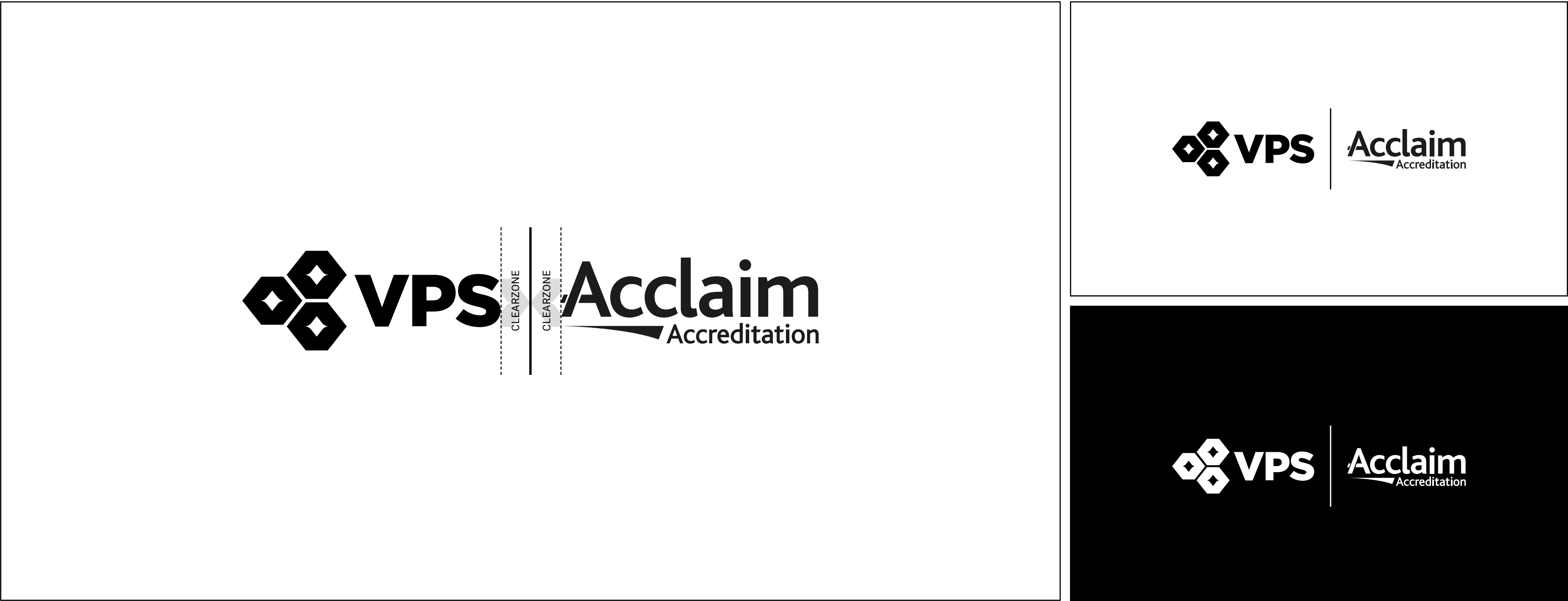
<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



# 01 | CO-BRANDING LOCK-UP INLINE

The co-branding lock-up is required when we jointly market our services with another organisation. Position the logos alongside each other in a fixed relationship, divided by a vertical line and with the VPS logo sitting on the left. Attention must be paid to the clearzone between the logos and the line (FIG. 01).

FIG. 01

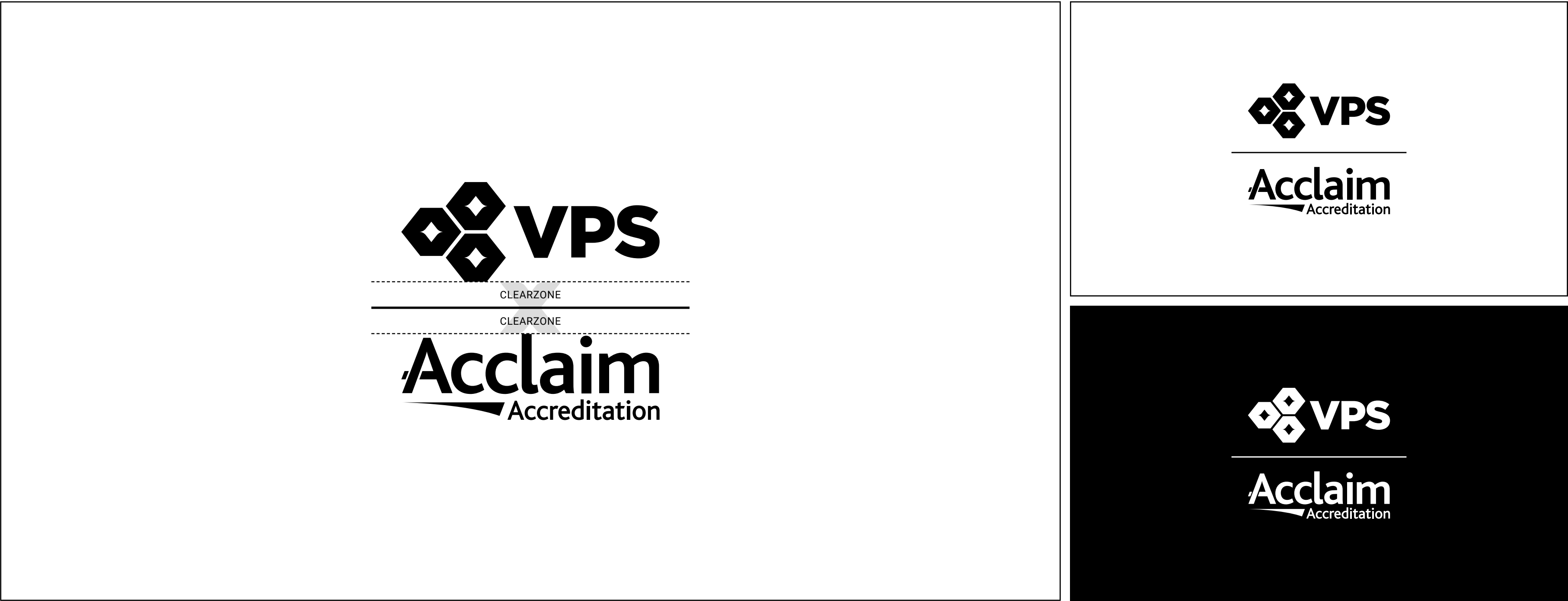


<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>

# 01 | CO-BRANDING LOCK-UP STACK

When the format requires an alternative layout for co-branding lock-up please use the template below. Our solution is to position the logos one above the other in a fixed relationship, divided by a horizontal line and with the VPS logo sitting on top. Attention must be paid to the clearzone between the logos and the line (FIG. 01).

FIG. 01



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



# 01 | PRODUCT LOGO LOCK-UPS

Product logo lock-ups can be created using the VPS Marque and Roboto font. Attention must be paid to the clearzone between the marque and the text (FIG. 01). Product logos can only be created using black, white and yellow.

FIG. 01



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>

# 01 | SUB-BRANDS – PRODOMO

VPS Group have a number of sub-brands including Prodomo. This logo is simple to use and should be treated using the same protocols established with the VPS logo (pages 4-10).

It is to be used in black on a white or light colour background (FIG. 01).

It is to be used in white on a dark colour background (FIG. 02).

It can be viewed and downloaded from our [VPS Resource Hub](#).

FIG. 01



FIG. 02



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



# 01 | SUB-BRANDS – VPSITEX

VPSitex is another sub-brand within the VPS Group. This logo is also simple to use and should be treated using the same protocols established with the VPS logo (pages 4-10).

It is to be used in black on a white or light colour background (FIG. 01).

It is to be used in white on a dark colour background (FIG. 02).

It can be viewed and downloaded from our [VPS Resource Hub](#).

FIG. 01



FIG. 02



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>

## 02 | COLOURS



# 02 | COLOURS

Our primary brand colours provide VPS Group with distinct brand recognition, creating trust with our audience through consistent use. Our primary colours should be used at every touch point.

PRIMARY COLOURS

<p><b>VPS MIDNIGHT BLACK</b></p> <p>PMS:</p> <p>RGB: 0/0/0</p> <p>CMYK: 0/0/0/100</p> <p>Hex: #000000</p>	<p><b>VPS LEMON YELLOW</b></p> <p>PMS:</p> <p>RGB: 255/255/0</p> <p>CMYK: 0/0/100/0</p> <p>Hex: #FFFF00</p>	<p><b>VPS SNOW WHITE</b></p> <p>PMS:</p> <p>RGB: 255/255/255</p> <p>CMYK: 0/0/0/0</p> <p>Hex: #FFFFFF</p>
---	---	---

<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



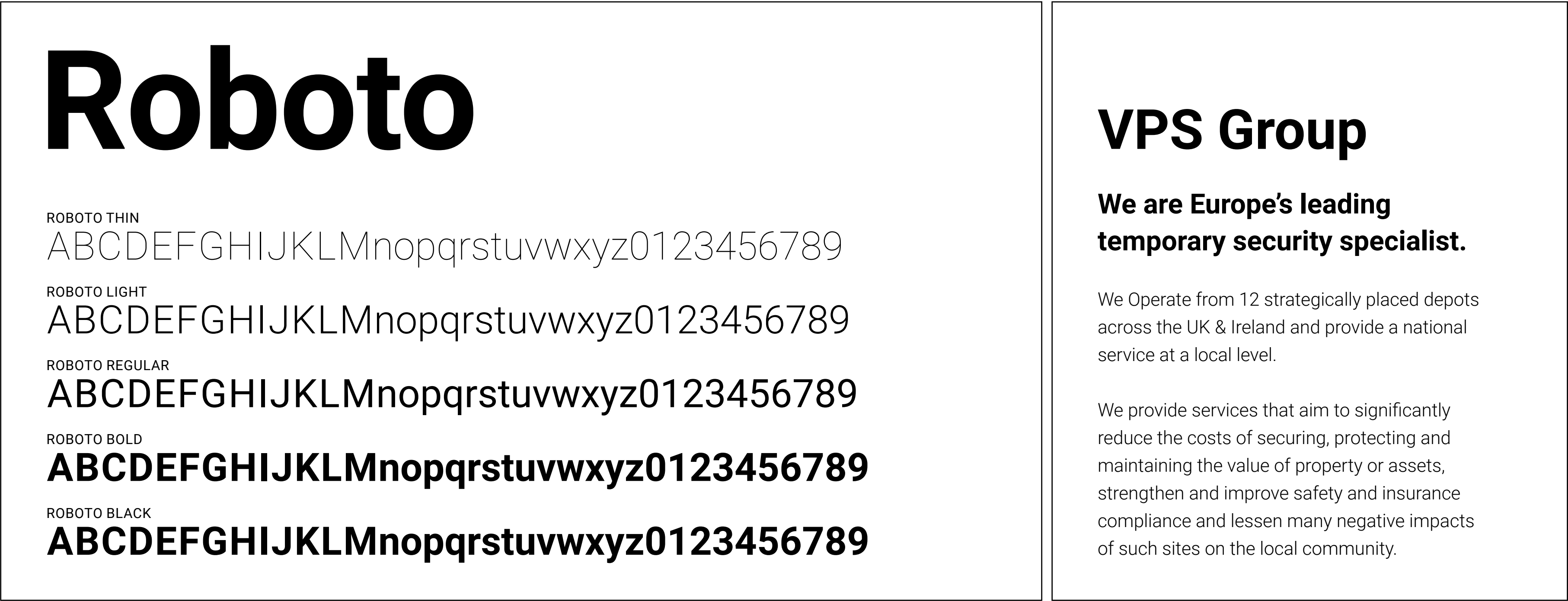
## 03 | FONTS



# 03 | PRIMARY FONT

Our brand font is Roboto. It's combines excellent legibility online and offline. It is to be used for headlines and text. An example of our typical font hierarchy is shown below (FIG.01).

It can be downloaded free from our [VPS Resource Hub](#).



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



# 03 | SECONDARY FONT

If our brand font Roboto is unavailable or not compatible please use Arial. This font is system resident on all operating systems. An example of our typical font hierarchy is shown below (FIG.01).

Please note: Combining Roboto and Arial on the same page should be avoided where possible.

# Arial

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

FIG.01

## VPS Group

**We are Europe’s leading temporary security specialist.**

We Operate from 12 strategically placed depots across the UK & Ireland and provide a national service at a local level.

We provide services that aim to significantly reduce the costs of securing, protecting and maintaining the value of property or assets, strengthen and improve safety and insurance compliance and lessen many negative impacts of such sites on the local community.

01. LOGO	3
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
02. COLOURS	14
03. FONTS	16
Primary Font	17
Secondary Font	18
04. ASSETS	19
The Pulse	20
Iconography	21
05. IMAGERY	22
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
06. EXAMPLES	27-31



## 04 | ASSETS

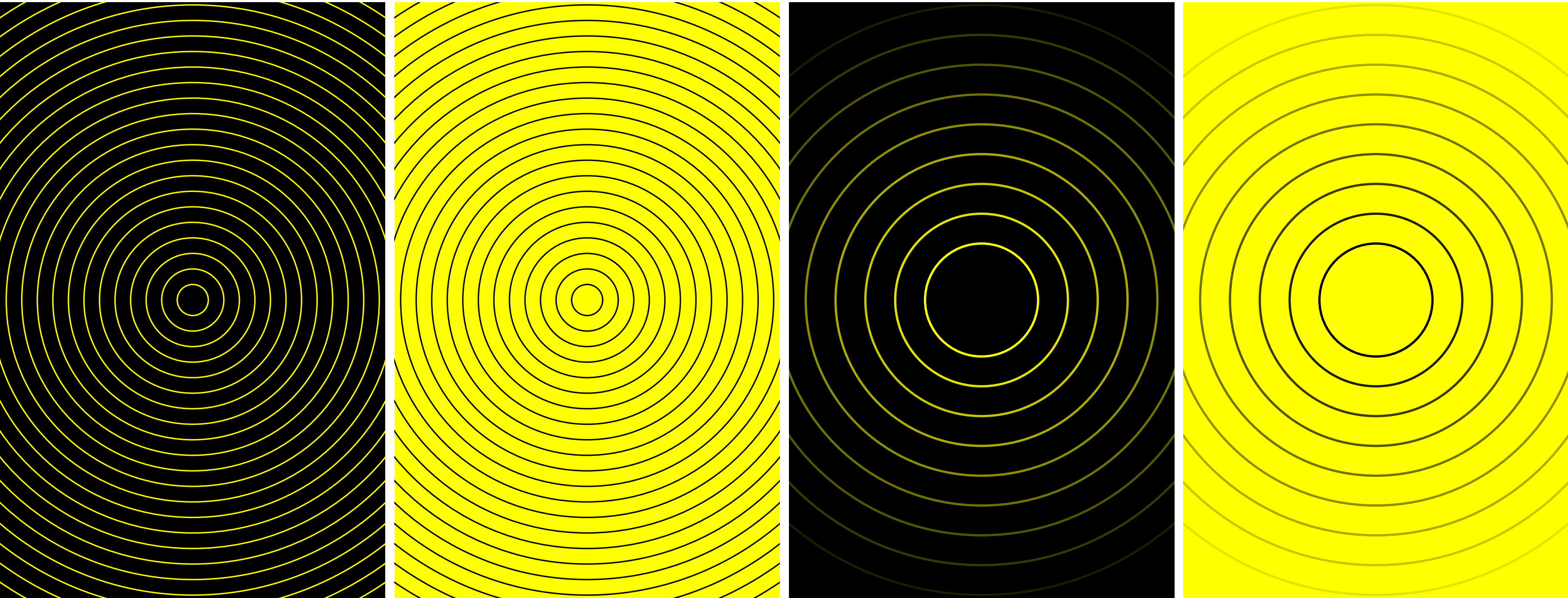




# 04 | THE PULSE

The Pulse pattern has been created as a unique and strong branding element for VPS Group. The pattern can be used throughout in a variety of ways. It is available in 2 colourways and two variations shown below.

The Pulse is used on template PPT and Word headers and front covers.

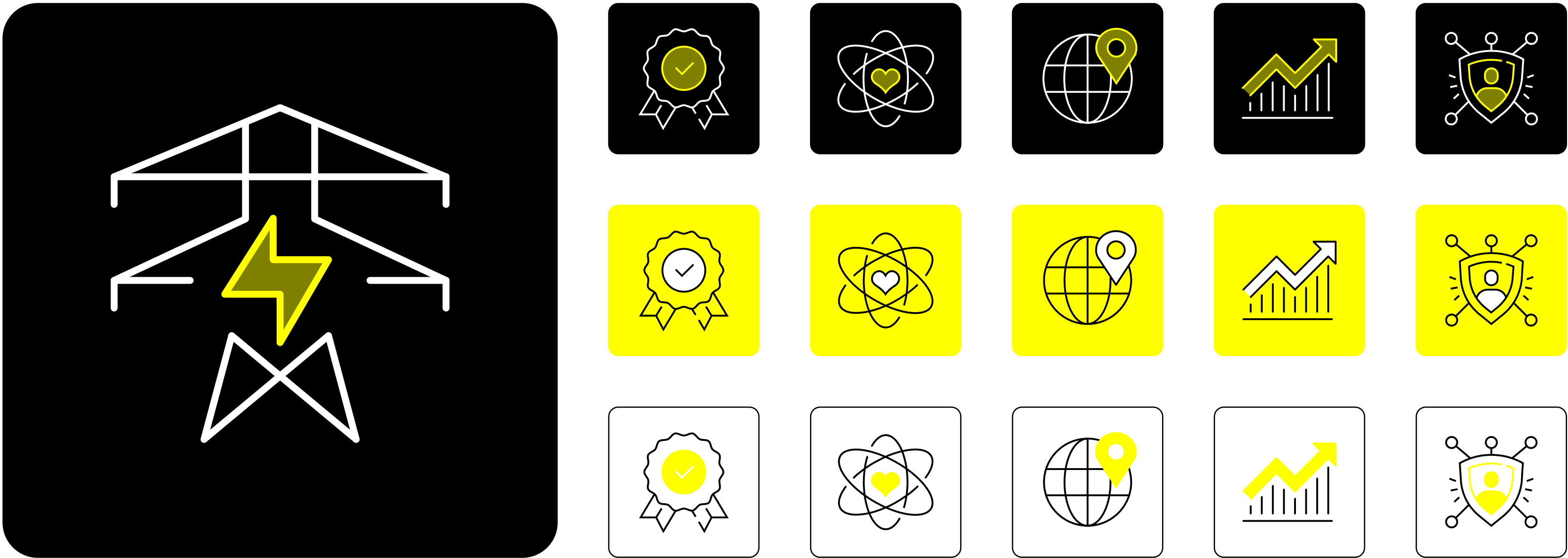


<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>

# 04 | ICONOGRAPHY

Our icon library is extensive and can be used only in the colour variations below. This library can be viewed and downloaded from our [VPS Resource Hub](#).

Should any further icons need to be created please contact your marketing lead.



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>

# 05 | IMAGERY





# 05 | PRODUCT IMAGERY

Our product imagery showcases our range in staged situations. Attention should be paid to the composition of the image and include our primary brand colours where possible.

These images can be viewed and downloaded from the [VPS Resource Hub](#).



01. LOGO	3
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
02. COLOURS	14
03. FONTS	16
Primary Font	17
Secondary Font	18
04. ASSETS	19
The Pulse	20
Iconography	21
05. IMAGERY	22
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
06. EXAMPLES	27-31



# 05 | IN-ACTION IMAGERY

Our in-action imagery showcases our staff and products in use. Attention should be paid to the composition of the image and include our primary brand colours where possible. Please avoid showing our staff looking directly to camera.

These images can be viewed and downloaded from the [VPS Resource Hub](#).

01. LOGO	3
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13

02. COLOURS	14
-------------	----

03. FONTS	16
Primary Font	17
Secondary Font	18

04. ASSETS	19
The Pulse	20
Iconography	21

05. IMAGERY	22
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26

06. EXAMPLES	27-31
--------------	-------





# 05 | CUT-OUT IMAGERY

Cut-out imagery should be used to add dynamism to our collateral and be used sparingly (eg. one per page). They work particularly well when used for VPS products shown below.

These images can be viewed and downloaded from the [VPS Resource Hub](#).



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



# 05 | GROUP PORTRAITS

Our group portraits should be used in colour only. The staff member should ideally be wearing a black VPS branded polo or shirt. The background should also contain a hint of yellow to reinforce the brand colours.



01. LOGO	3
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
02. COLOURS	14
03. FONTS	16
Primary Font	17
Secondary Font	18
04. ASSETS	19
The Pulse	20
Iconography	21
05. IMAGERY	22
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
06. EXAMPLES	27-31



# 06 | EXAMPLES





06 | WEBSITE



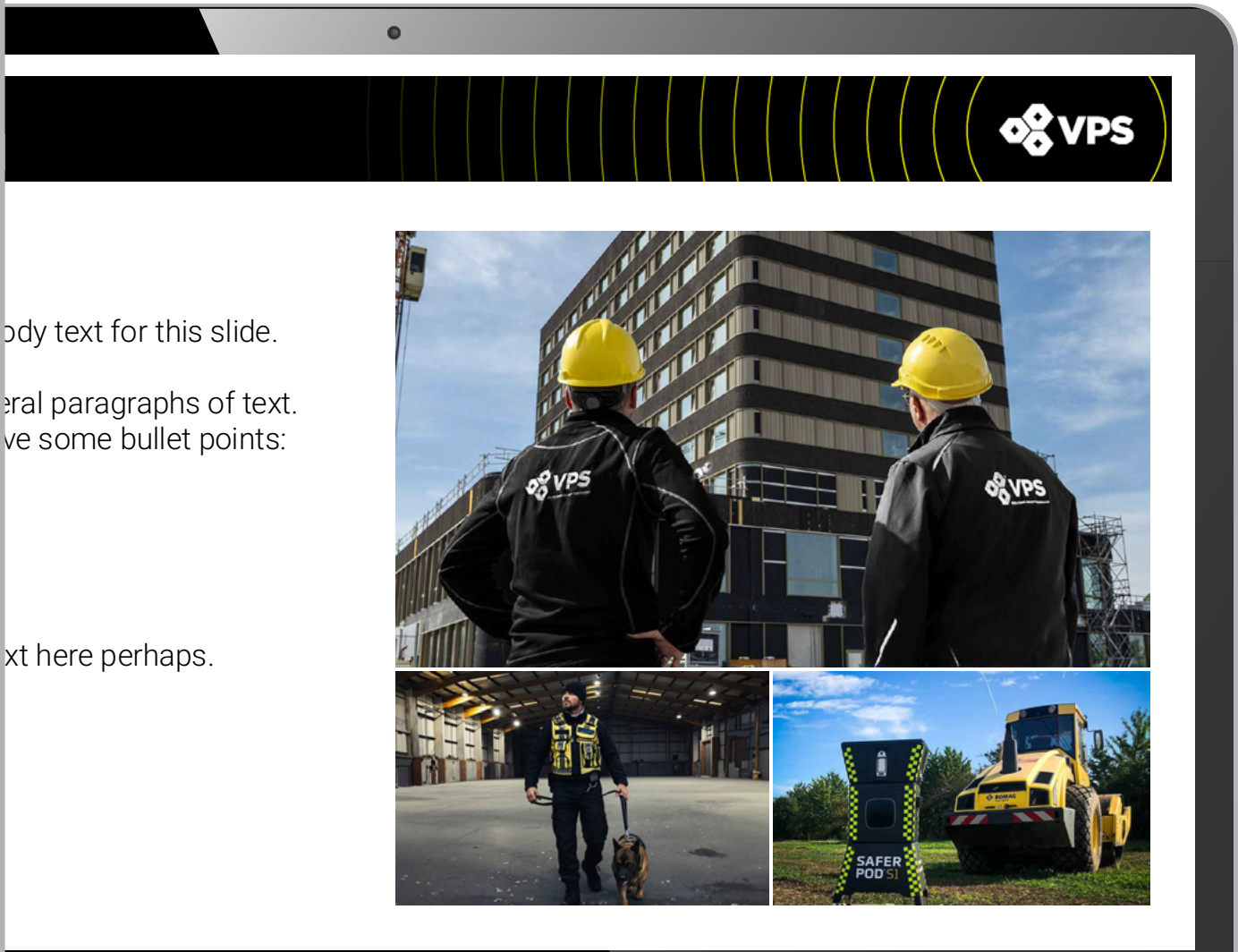
<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



# 06 | PRESENTATION

Our Powerpoint template can be viewed and downloaded from our [VPS Resource Hub](#).

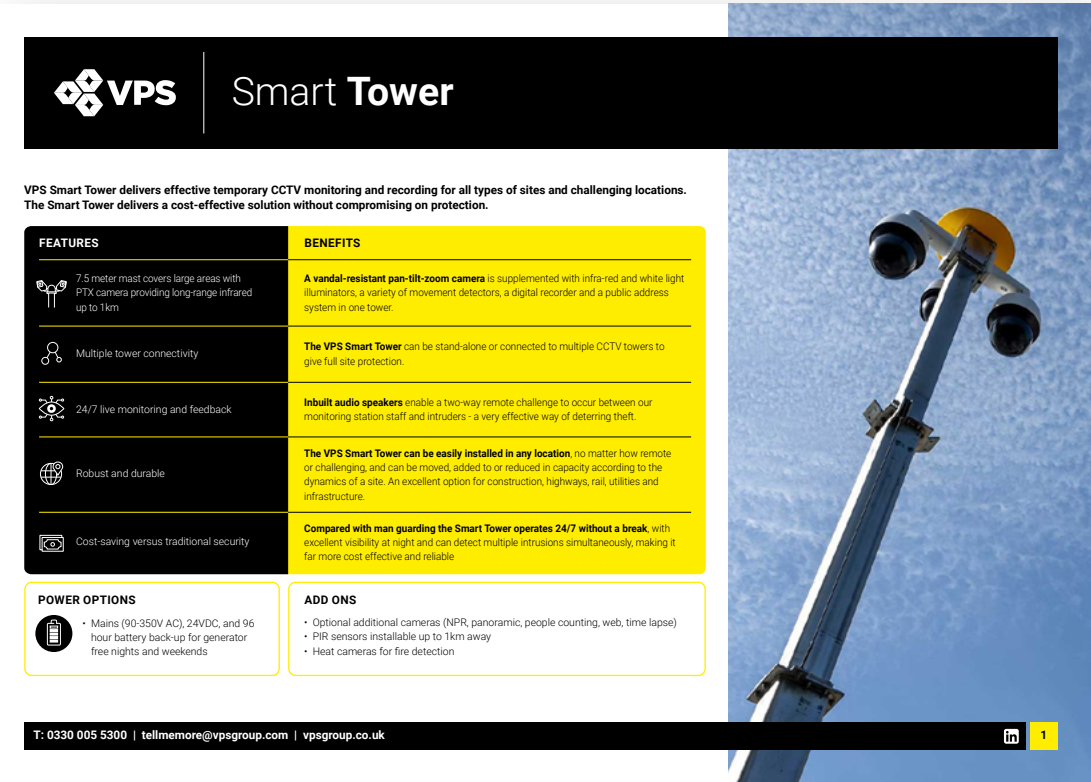
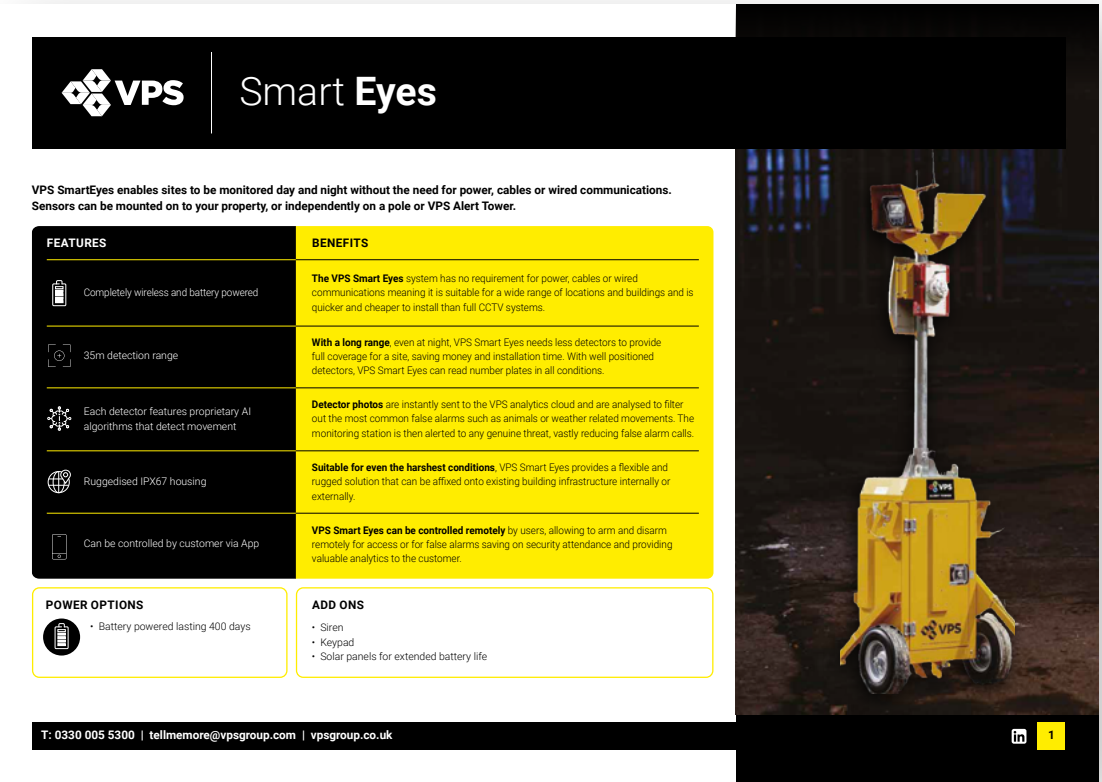
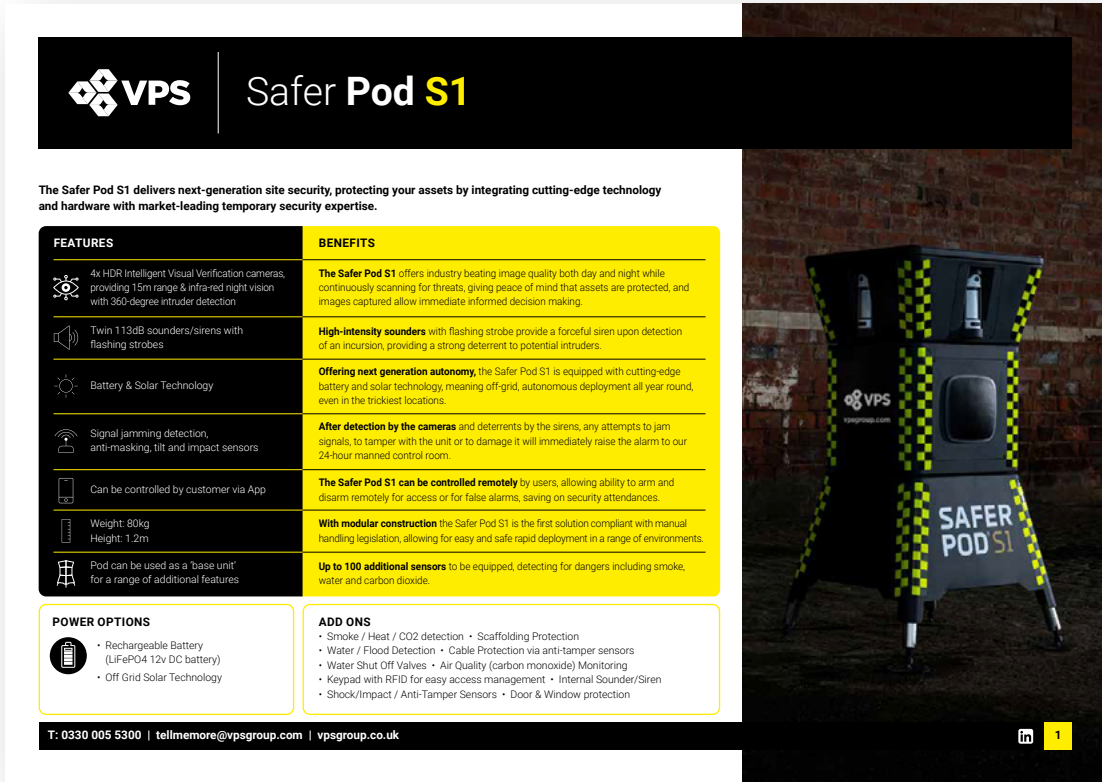
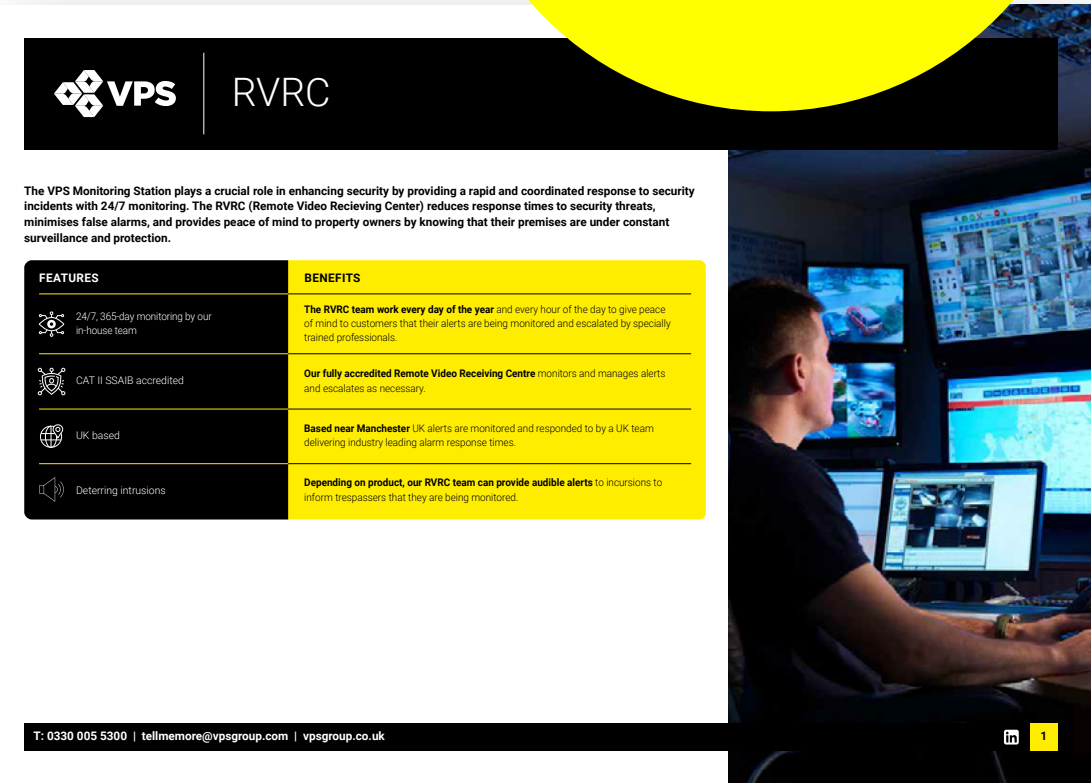
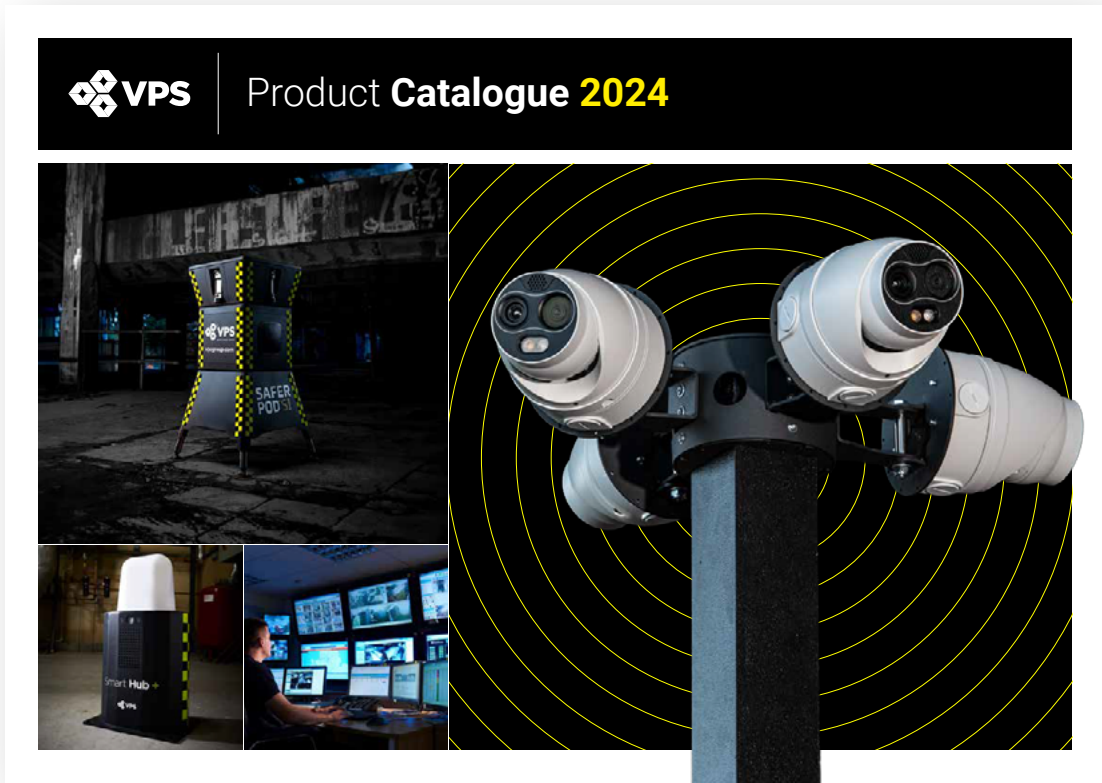
UK Marketing  
Campaign  
Autumn 24



<b>01. LOGO</b>	<b>3</b>
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
<b>02. COLOURS</b>	<b>14</b>
<b>03. FONTS</b>	<b>16</b>
Primary Font	17
Secondary Font	18
<b>04. ASSETS</b>	<b>19</b>
The Pulse	20
Iconography	21
<b>05. IMAGERY</b>	<b>22</b>
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
<b>06. EXAMPLES</b>	<b>27-31</b>



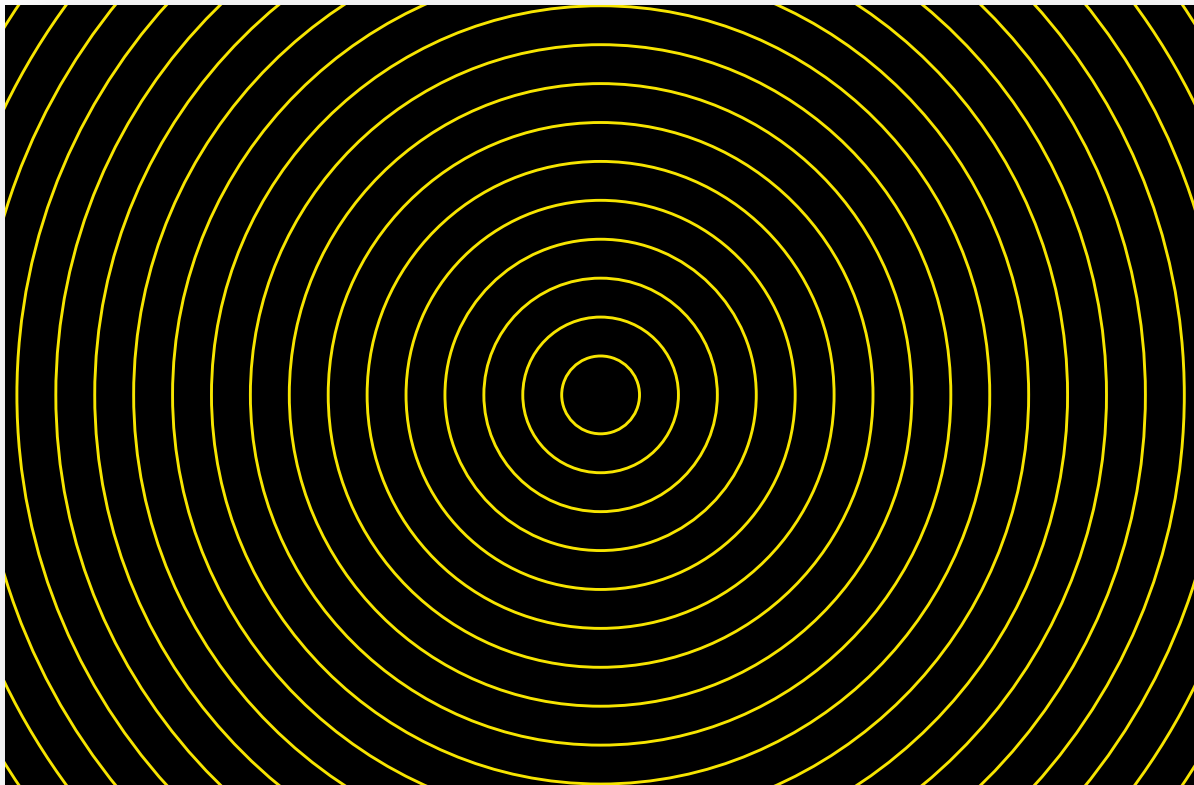
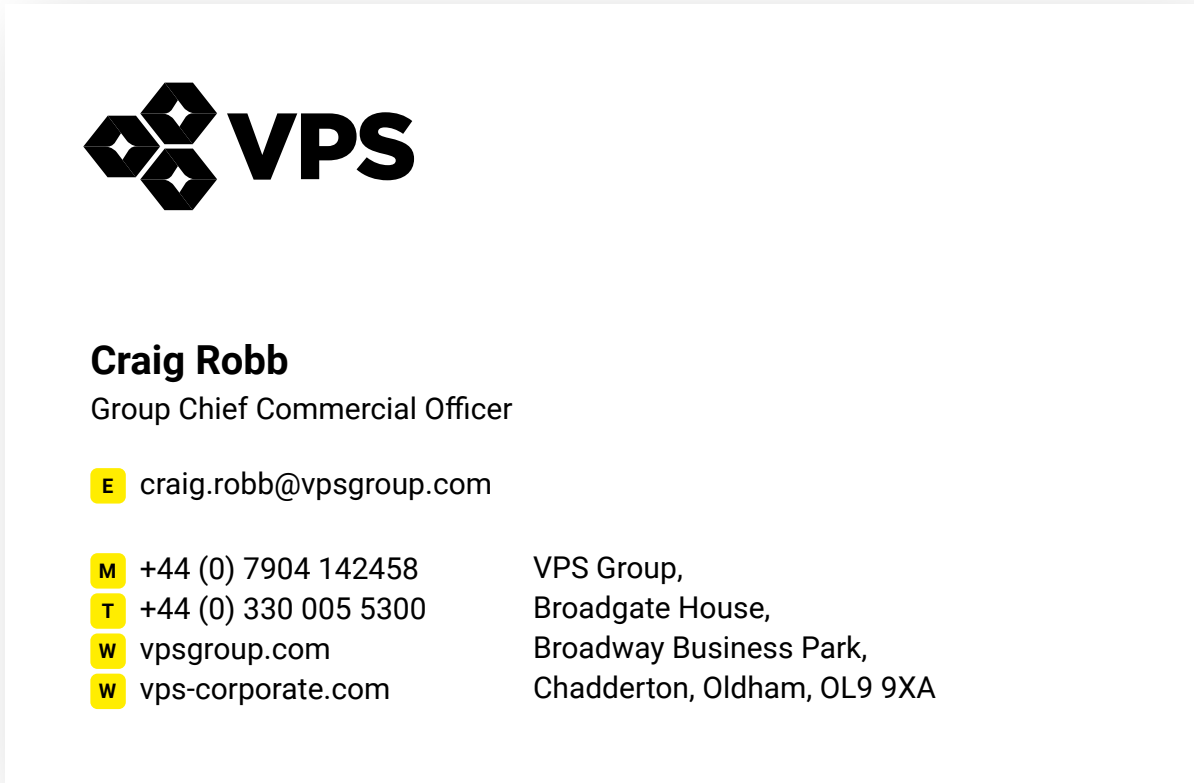
# 06 | PRINT – PRODUCT CATALOGUE



01. LOGO	3
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
02. COLOURS	14
03. FONTS	16
Primary Font	17
Secondary Font	18
04. ASSETS	19
The Pulse	20
Iconography	21
05. IMAGERY	22
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
06. EXAMPLES	27-31



# 06 | PRINT – STATIONERY



01. LOGO	3
VPS Master Logo Lock-up	4
VPS Marque	5
Logo Placement	6
Logo Sizing	7
Logo Restrictions	8
Co-Branding Lock-ups	9-10
Product Logo Lock-ups	11
Sub-brands	12-13
02. COLOURS	14
03. FONTS	16
Primary Font	17
Secondary Font	18
04. ASSETS	19
The Pulse	20
Iconography	21
05. IMAGERY	22
Product imagery	23
In-Action Imagery	24
Cut-Out Imagery	25
Group Portrait Imagery	26
06. EXAMPLES	27-31