

COLOURS

Pink

HEX #fde2ed
C0 M17 Y1 K0

Blue

HEX #d4e6f6
C20 M4 Y1 K0

Background
colour

HEX #f8f5f1
C4 M4 Y6 K0

Text
Colour

HEX #333332
C69 M59 Y57 K66

Dark Pink

HEX #ffa5c1
C0 M48 Y6 K0

Copy Pink

HEX #E85080
C1 M83 Y23 K0

BRAND TYPEFACE

Our typography is bold, clean and consistent. Anton is our primary typeface and should be used for all titles and headings in UPPERCASE. It is available in a single Regular weight. Inter is our secondary typeface for body copy and supporting text, available in Regular, Semibold and Bold to create clear hierarchy and excellent readability.

Primary typeface

ANTON

Secondary typeface

Inter

Inter Regular
Inter SemiBold
Inter Bold