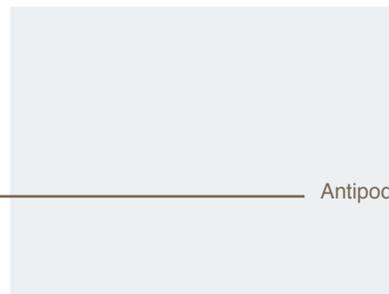
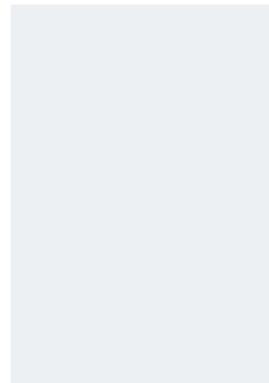
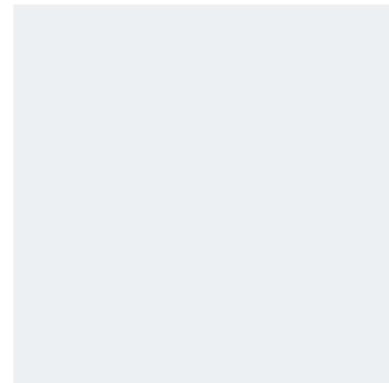




# Antipodes Brand Guidelines



## Logo & Configurations

The Primary Logo should be applied where the Brand is first encountered or is given an introductory role. The Secondary Logo should be used in a supportive role or when reproduction becomes too small to read the Tag Line

The window Icon should be used in conjunction with the Primary or Secondary Logo to reinforce the brand on subsequent informational material, i.e. Follow on pages or PPT Slides.

Primary Logo



Secondary Logo



Window Icon





Single Colour Alternatives



BLUE

**Spot Colour**

PMS = 296

**Process Colour**

CMYK = 100c 46m 0y 70k

**Web Colour**

WEB = 002E56

**Monitor Colour**

RGB = R-00 G-33 B-66



WARM GREY

**Spot Colour**

PMS = Warm Grey 11

**Process Colour**

CMYK = 0c 17m 34y 62k

**Web Colour**

WEB = 7D6A55

**Monitor Colour**

RGB = R-7D G-6A B-55



## Typefaces

Humanist 777 BT Family

Humanist 777 BT Light Condensed should be used primarily for body copy and Humanist 777 BT Bold Condensed as a header or to highlight copy.

Calibri should be used when Humanist is not available. Commonly found in PC Systems & Web based fonts.

### Primary

---

Humanist 777 BT Light Condensed

abcdefghijklmnopqrstvwxyz  
1234567890

Humanist 777 BT Bold Condensed

**abcdefghijklmnopqrstvwxyz**  
**1234567890**

### Secondary

---

Calibri Regular

abcdefghijklmnopqrstvwxyz  
1234567890

Calibri Bold

**abcdefghijklmnopqrstvwxyz**  
**1234567890**





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Phone: +64 9 307 7020

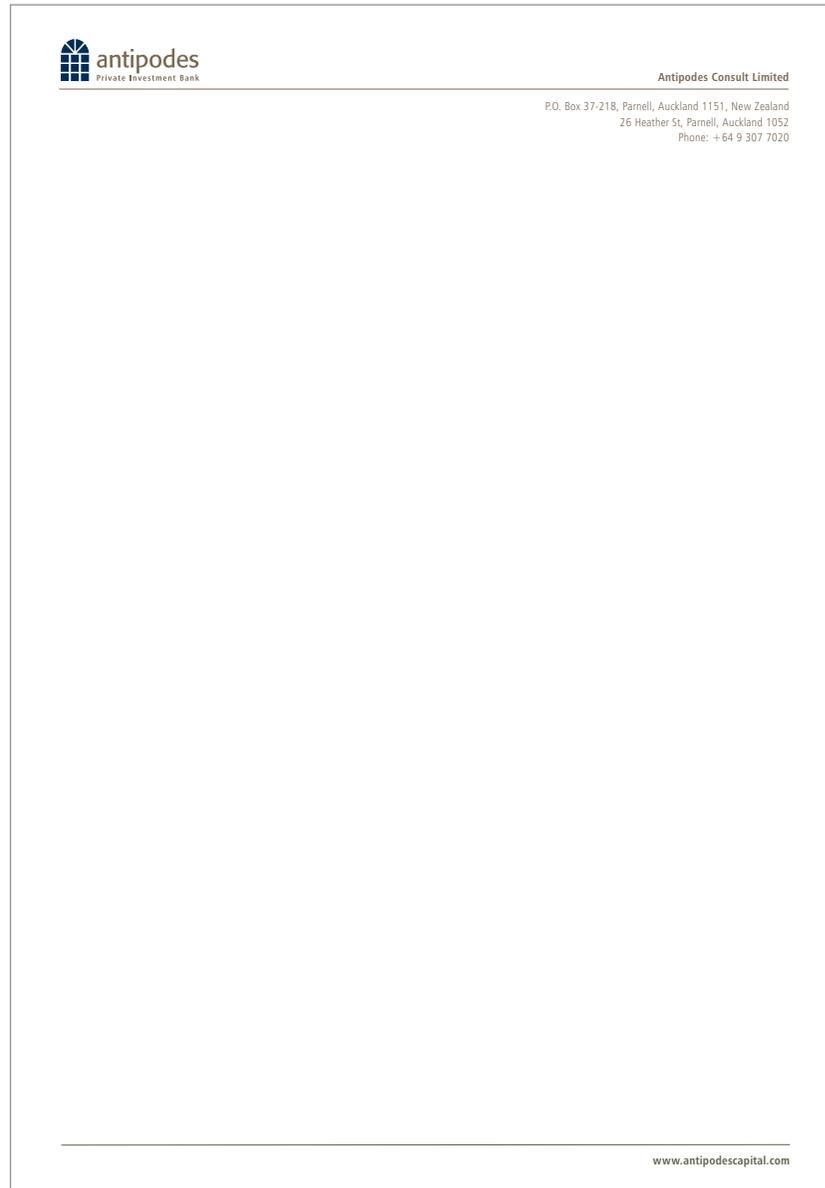
Business Card



Front



Back



Email Footer

**Kerry Brew**

Phone: +64 9 307 7026

Mobile: +64 21 848 735



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Cover Template



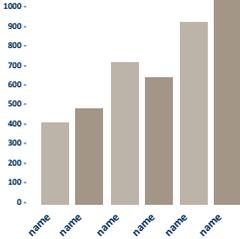
Main Slide Template

## 1.0 Main Headings Style

---

1.1 Sub Heading Style

1.12 Sub Text 1 Style  
- Sub Text 2 Style



name	name	name	name	name	name
400	500	700	650	900	1000



---

1



## Brand Generation

The information contained within this document was prepared by brandmedia. To obtain original logos and artwork or for further development of the Antipodes Brand, you can contact Brandmedia at...

**brandmedia**

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