

TYPEFACES

GILROY EXTRA BOLD

Gilroy Extra Bold is used for headlines and subtitles and should only be used in capitals.

Gilroy Regular

Gilroy Regular is used for body copy.

COLOURS

RED

R227 G6 B19

C0 M95 Y100 K0

HEX E30613

DARK GREY

R29 G29 B27

C74 M64 Y62 K80

HEX 1D1D1B

LIGHT GREY

R245 G245 B245

C4 M3 Y4 K0

HEX F5F5F5

WHITE

R255 G255 B255

C0 M0 Y0 K0

HEX FFFFFFFF

PURPLE

R67 G37 B79

C80 M93 Y34 K35

HEX 43254F

TEAL

R0 G160 B153

C79 M12 Y45 K1

HEX 00A099

NAVY

R7 G62 B83

C97 M64 Y44 K41

HEX 073E53

MUSTARD

R242 G146 B47

C1 M51 Y86 K0

HEX F2922F

FRAME DEVICE

OVERVIEW

These are our two frame devices; the outline frame and the solid frame. Both of the frames are interchangeable to create variety in the brand language.

Both frame devices should interact with the imagery, with the main feature of the image being pulled out to sit on top of the frame.

HOW TO BUILD THE FRAMES

Each frame device is made up of two layers. To recreate the frame, follow the steps below:

- Create the first layer using a 65% opacity.
- Create the second layer and set the transparency to multiply.
- Layer the second layer over the top of the first to complete the frame.

1.



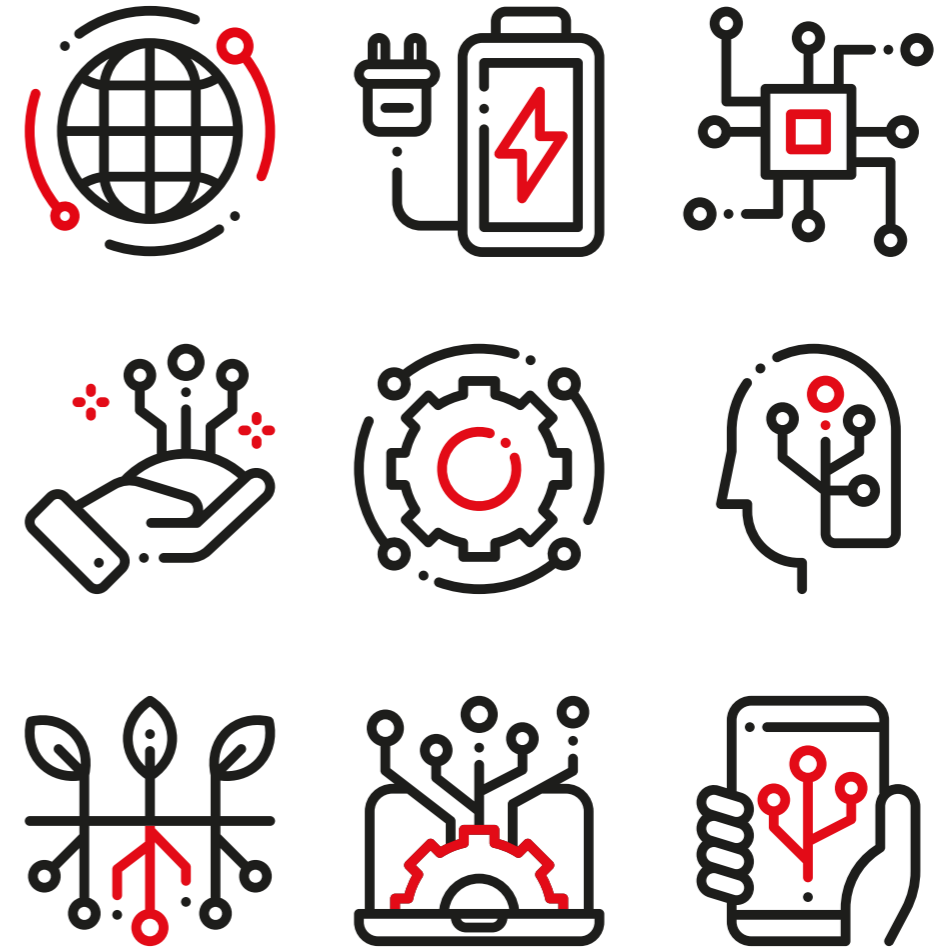
2.



ICON STYLE

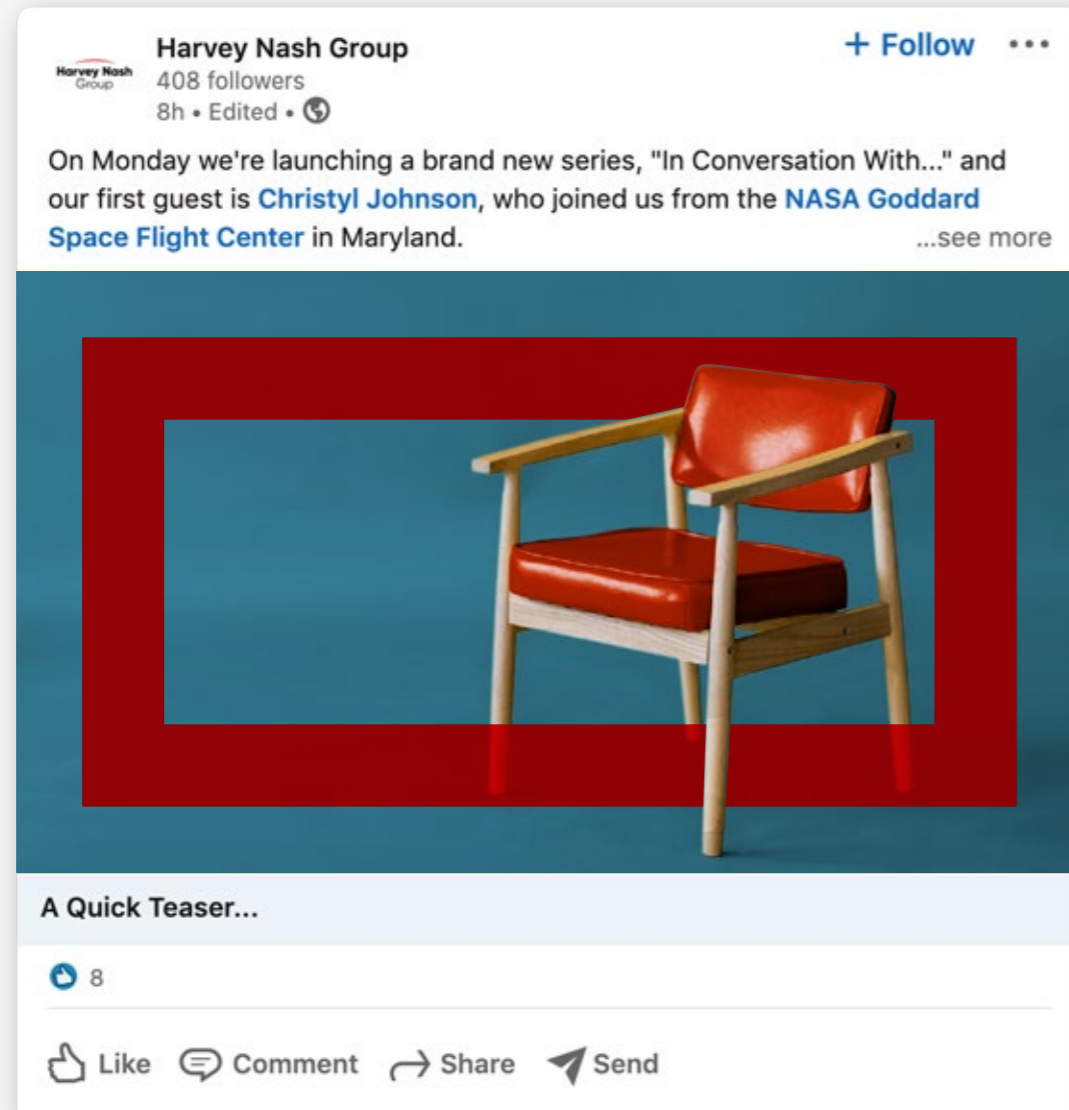
OVERVIEW

When sourcing or creating icons use simple line style icons then choose a small area to highlight with the Harvey Nash red to apply a touch of the brand.

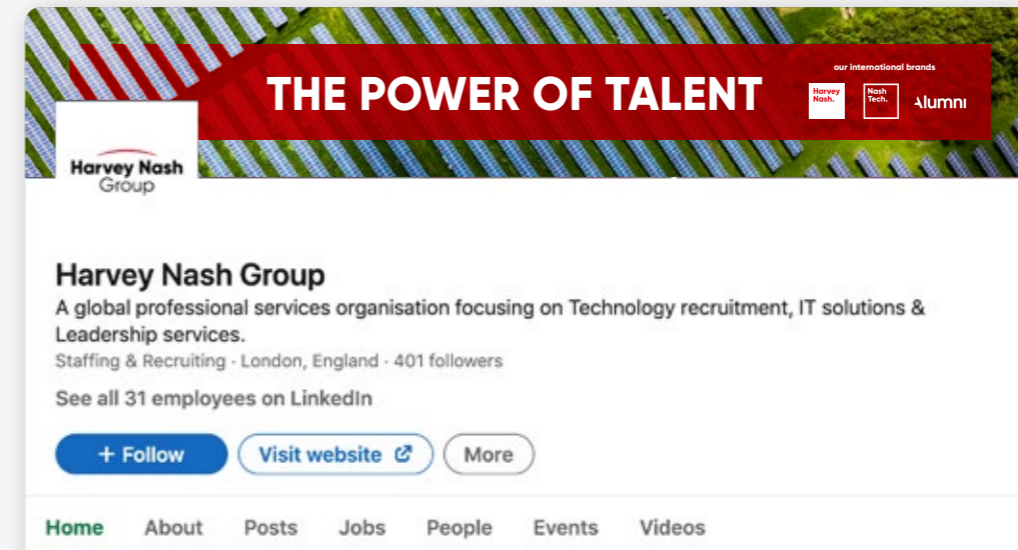


APPLICATIONS

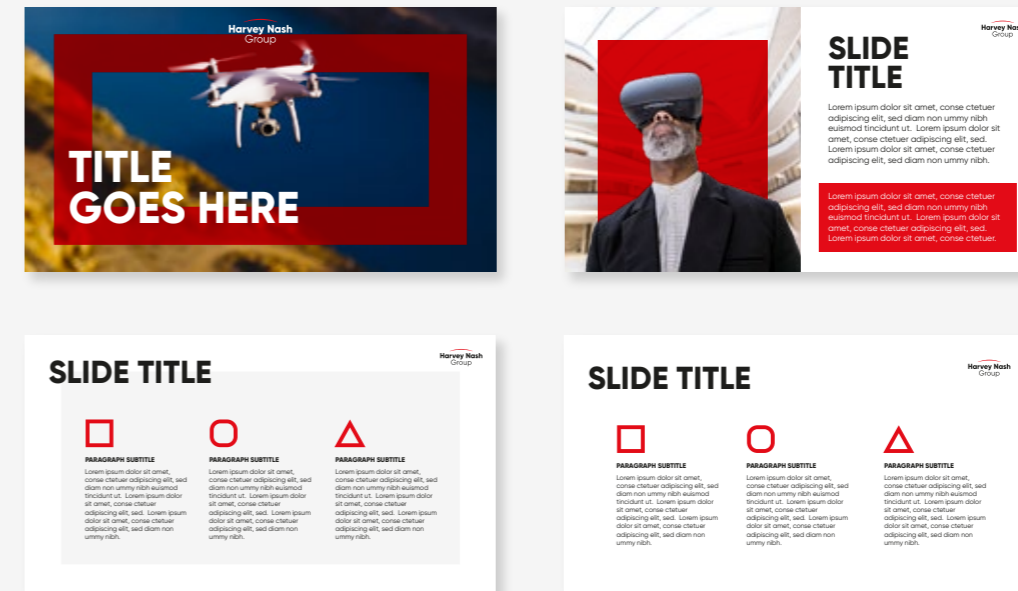
LinkedIn Post



LinkedIn Header

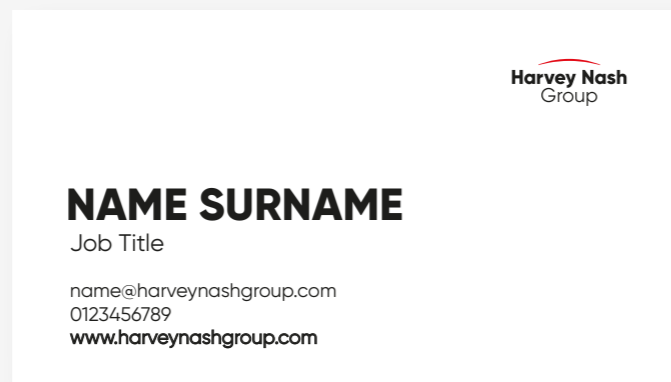
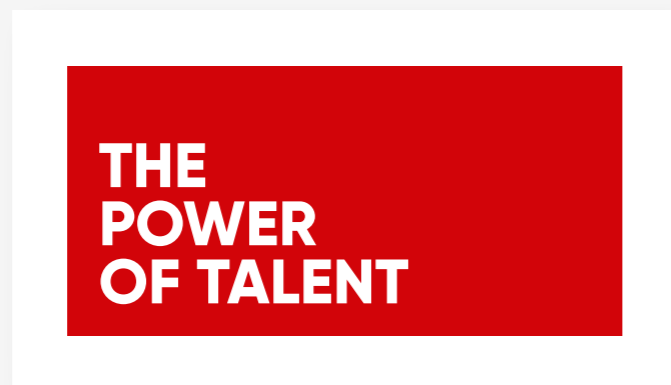


PowerPoint Slides

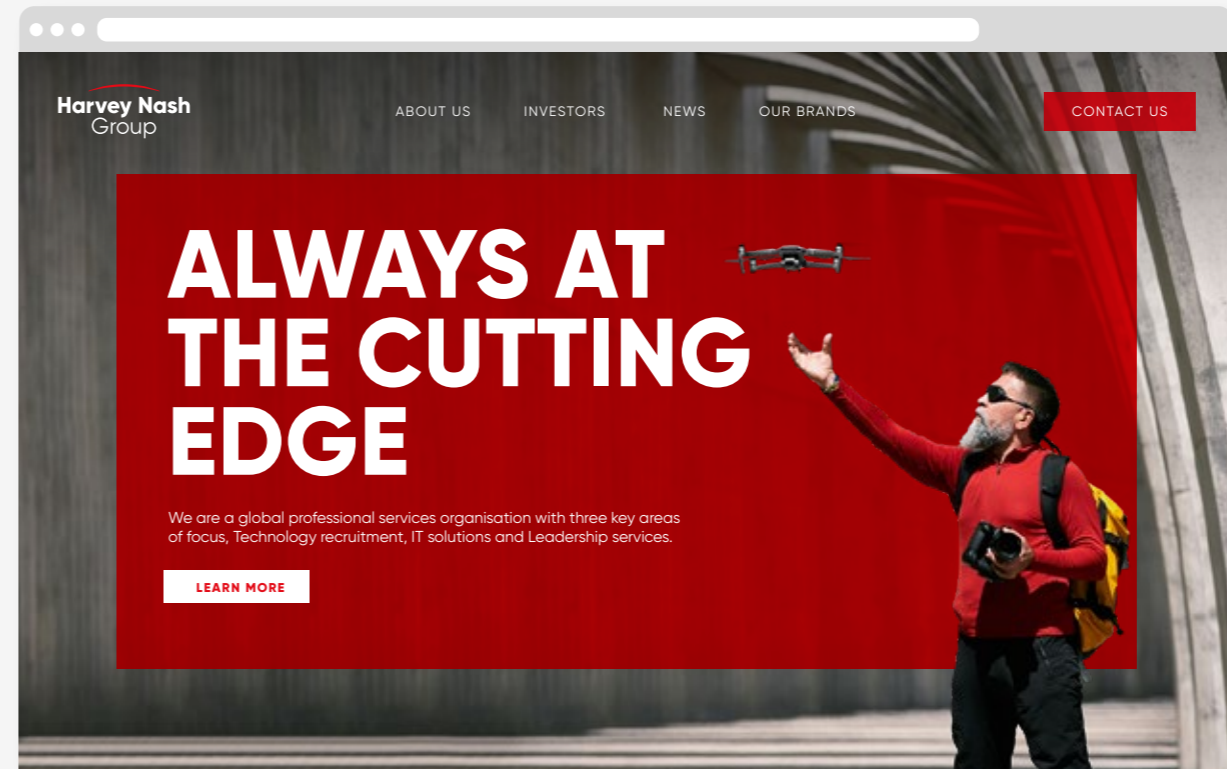


APPLICATIONS

Business Cards



Website



Email Header

