

my journey

LOGO GUIDELINES

Version 1.0

MAY 2021

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The height of 'u' in the word 'journey' from the logo is defined as **1x**.



The entire logo is based on a ratio of **2.00:8.55** or a height of **2.00x** and a width of **8.55x**. The logo is always applied in portrait.

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The font for the logotype is **Great Wishes** with a kerning of **0**. The logotype is a height of **2x**.



The area of isolation is a distance of precisely 1x around all four edges of the logo. No object, image or item of any kind is ever to appear in the area of isolation. The area of isolation will always be the exact same colour as the colour displayed behind the logo. When the logo is applied in full colour or solid black the background is always solid white.



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The logo is never applied in any colour or combination of colours other than the corporate colours.



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The logo is never applied in any other font (including any type of script style font) other than Great Wishes with kerning of 0.



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The logo is never outlined.



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The logo is never distorted vertically or horizontally beyond or below it's ratio of 5:4.



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The background of the logo cannot be any colour other than solid white. Exceptions are only allowed when the logo is solid white (or reversed out) on designated corporate colours as on the previous page.



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The solid white (or reversed out) option of the logo can never be used on a colour other than that of the designated corporate colours as on the previous page.



The logo is never applied on an image, visual, vector, shape or any kind of object whether in full colour or solid white.



my journey

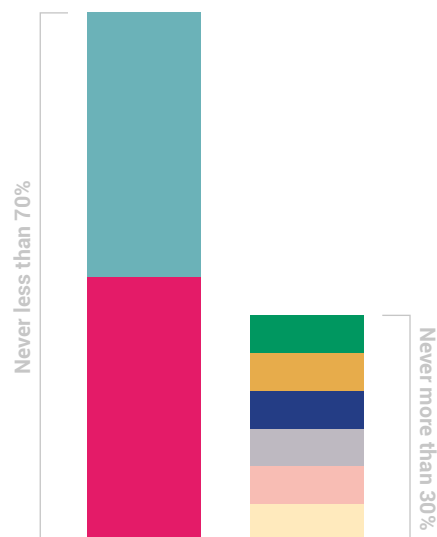
Drop shadows, 3d effects, lens flares, bevels, embosses, outer glows, inner glows, gradient filters, fish eye filters or any other effects are not permitted on the logo. The logo is only displayed in the solid corporate colours on a solid white background.

CORPORATE COLOURS

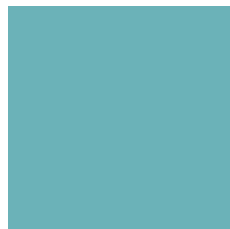
MY JOURNEY TURQUOISE and MY PINK are the primary colours. The sum and/or combination of primary colours should never comprise less than 70% of the field of reference.

The secondary colours are not ranked and can be used with creative discretion. The sum and/or combination of secondary colours should never comprise more than 30% of the field of reference.

Please refer to below graph as guide for the percentage of primary vs secondary colours on a field of reference:



PRIMARY



MY JOURNEY TURQUOISE

C 55 M 00 Y 22 K 15
R 096 G 183 B 187
HEX #60B7BB



MY JOURNEY PINK

C 02 M 96 Y 30 K 00
R 232 G 040 B 113
HEX #E82871

SECONDARY



MY JOURNEY GREEN

C 100 M 00 Y 79 K 00
R 005 G 170 B 035
HEX #4A40C



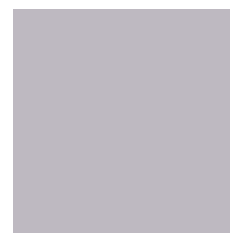
MY JOURNEY GOLD

C 00 M 32 Y 75 K 10
R 228 G 166 B 080
HEX #E4A650



MY JOURNEY BLUE

C 99 M 84 Y 14 K 00
R 032 G 073 B 1439
HEX #20498F



MY JOURNEY GREY

C 30 M 26 Y 20 K 00
R 180 G 177 B 185
HEX #B4B1B9



MY JOURNEY PEACH

C 00 M 34 Y 25 K 00
R 249 G 183 B 172
HEX #F9B7AC



MY JOURNEY CREAM

C 00 M 09 Y 33 K 00
R 255 G 230 B 180
HEX #FFE6B4

LOGOTYPE, EMPHASIS,
QUOTES AND/OR
HIGHLIGHTS :
Great Wishes

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADINGS:
Subscriber Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SUB-HEADINGS:
Roboto Bold

The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY COPY:

Roboto Light

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BODY COPY EMPHASIS:

Roboto Medium

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

DIGITAL:

Calibri Regular

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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