



**Dying
to
Know**

Brand Guidelines

Powered by

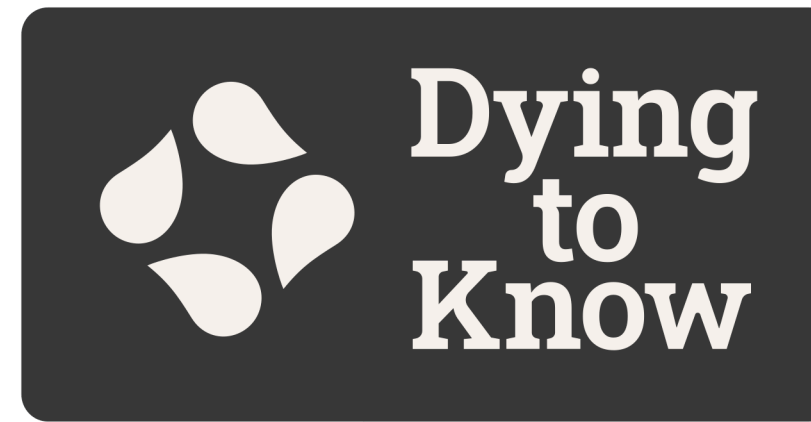


Primary Logos

The Dying to Know logo is available in both horizontal and vertical version. Selection of which version to be used should be based on the easthetic needs of each compostion.

Brand elements should always appear exactly as seen here. Never use the logo and/or logotype independently.

Horizontal



Vertical



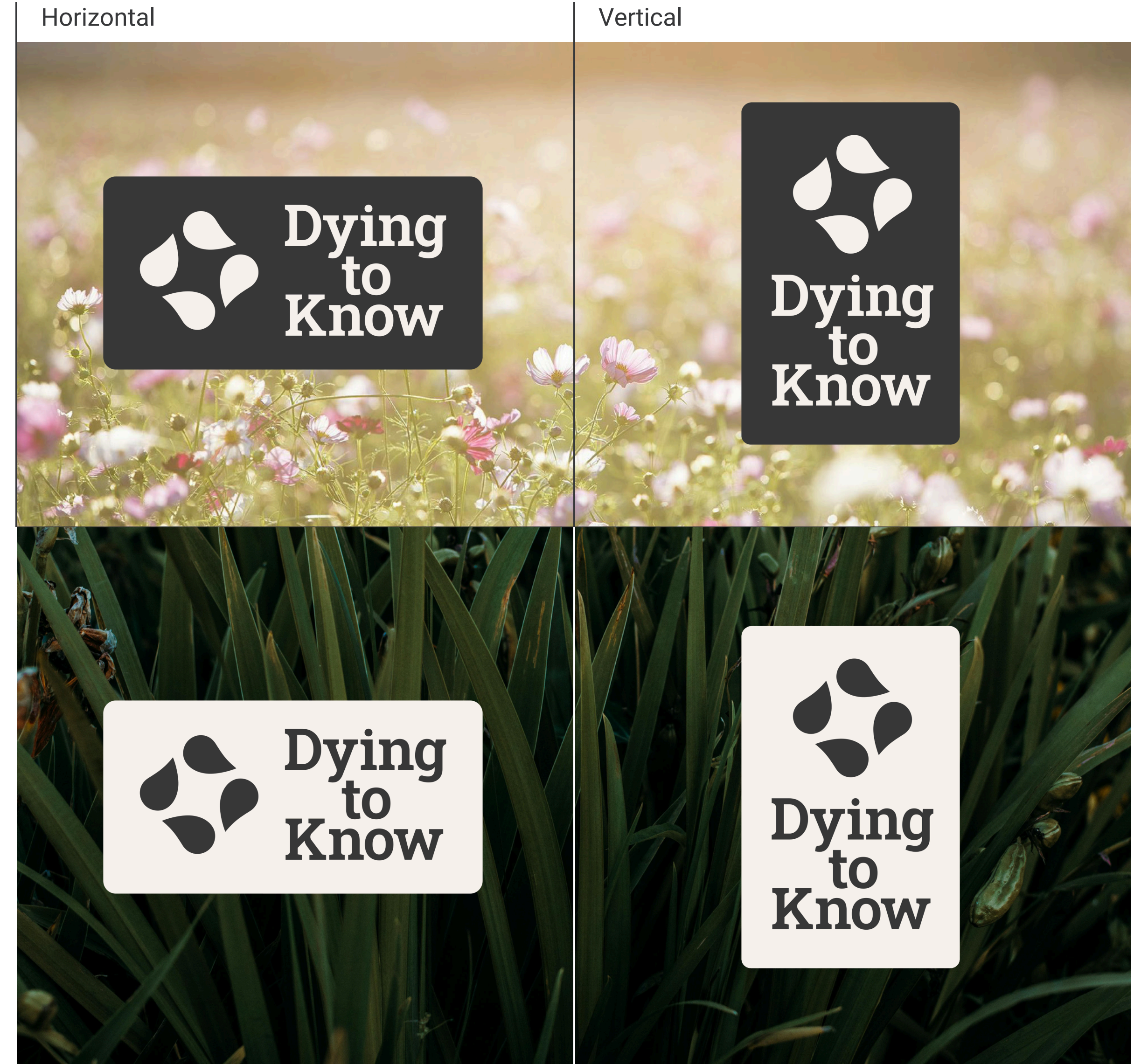
Colour Variants

All logo variations are available in dark and light versions.

Select the orientation and colour version that best suits the composition where the logo is being used.

Dark Version
- To be used on light background

Light Version
- To be used on light background



Date Variants

When date specific logo variants are needed, please use one of these variations.

When editing the date, always use the Proveda brand font 'Roboto Flex - Bold'

Always format the date as: '# Month' as seen in this example '8 AUGUST'

Dates should always be written in UPPERCASE.

Day



Week



Date



Horizontal

Vertical



Reversed Date Variants

To be use on dark backgrounds.

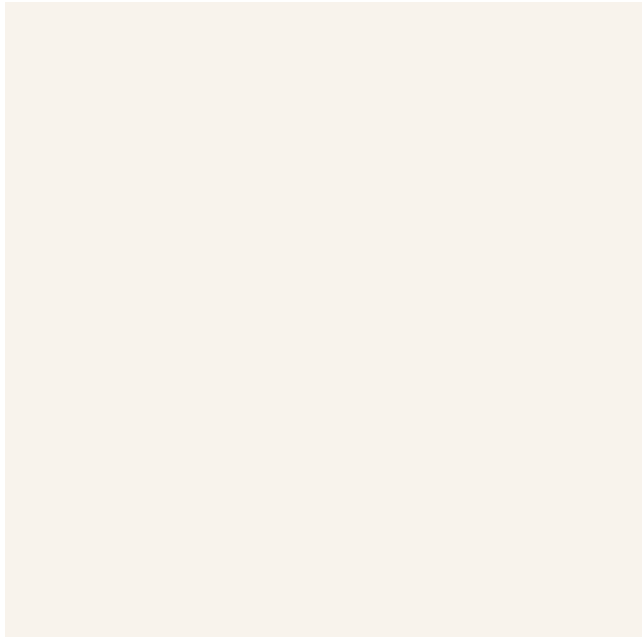


Brand colours

All logos should always be made from Proveda's two neutral brand colours; Dark and Light



Dark
#37383A



Light
#F8F3EC