

*INSERT LOGO*

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STYLE GUIDE

*INSERT LOGO*

## 1. LOGO

*INSERT PRIMARY LOGO*

PRIMARY LOGO

*INSERT SECONDARY LOGO*

SECONDARY LOGO

## 2. CLEAR SPACE

*INSERT ILLUSTRATION OF CLEAR SPACE*

## 3. USAGE

*INSERT ILLUSTRATION OF CORRECT AND  
INCORRECT USAGE*



(REMOVE FOR UNBRANDED TEMPLATE)

Template from **The DIY Marketing Project**

[themarketingproject.com.au/diy](http://themarketingproject.com.au/diy)

INSERT LOGO

#### 4. TYPOGRAPHY

##### PRIMARY FONT

<<NAME>>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*(Replace above text with your primary font)*

##### SECONDARY FONT

<<NAME>>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*(Replace above text with your secondary font)*

#### 5. COLOUR PALETTE

##### PRIMARY COLOURS

<<NAME>>

PMS – PMS 000 C/U

CMYK – 0 / 0 / 0 / 0

RGB – 0 / 0 / 0

HEX – #000000

<<NAME>>

PMS – PMS 000 C/U

CMYK – 0 / 0 / 0 / 0

RGB – 0 / 0 / 0

HEX – #000000

*(Replace above with your colour breakdowns)*

##### SECONDARY COLOURS

<<NAME>>

PMS – PMS 000 C/U

CMYK – 0 / 0 / 0 / 0

RGB – 0 / 0 / 0

HEX – #000000

<<NAME>>

PMS – PMS 000 C/U

CMYK – 0 / 0 / 0 / 0

RGB – 0 / 0 / 0

HEX – #000000

*(Replace above with your colour breakdowns)*



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