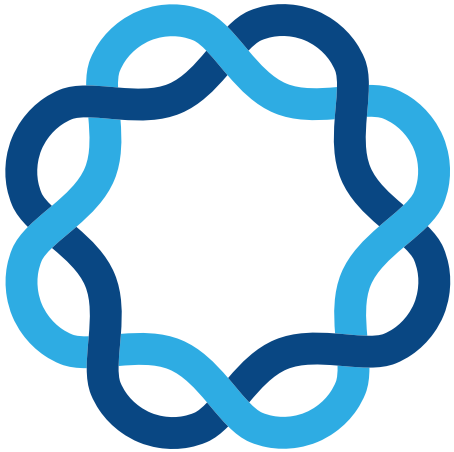
BRAND LOGO

The inner white area indicates Clear Space.
This area must be kept free of other elements.

Gray padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos Clear Space; think personal bubble.

ALTERNATIVES



ODYSSEA

PRIMARY COLOUR PALETTE

H:	208°	C:	100%
S:	92%	M:	75%
B:	51%	Y:	20%
R:	10	K:	5%
G:	70		
B:	131		
#:	0A4683		

H:	197°	C:	71%
S:	80%	M:	13%
B:	89%	Y:	0%
R:	45	K:	0%
G:	171		
B:	227		
#:	2DABE3		

TYPEFACE

Proxima Nova Bold

1234567890!@£$%^&*()
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRTSUVWXYZ