

CONSULTANT BRAND GUIDE

ONE PAGER

LOGO



Keep the logo exactly as supplied.

Don't stretch it | Don't rotate it | Don't change its colours | Don't add shadows | Don't add outlines | Don't place it on busy backgrounds

PRIMARY COLOURS

Cinnabar
#F04A29



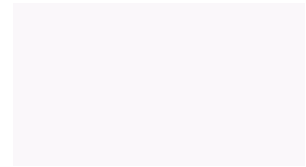
Use as an accent only.
Perfect for: Underlines, icons, highlights, prices

Forest
#36573B



Use for: Main headings, buttons, important text, brand elements

Isabelline
#FAF7F4



Use for: Light backgrounds & negative space

SECONDARY COLOURS



Rooibos
#911A14



Pistachio
#C4D6A4



Tan
#DDBE92



Sage
#E8ECDB

Use to add warmth, backgrounds, textures and small design elements.
These colours should support the brand, never dominate it.

FONTS

PRIMARY HEADER FONT

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use for: Headlines, main titles, hero statements

SECONDARY BODY TEXT FONT

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use for: Paragraphs, product descriptions, social media copy

IMAGE INSPIRATION

