

# Glow - Branding Guidelines

# Branding Guidelines

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## Collateral

Typography is a key component of the Glow branding, it is therefore, highly important that typography within all promotional materials remains consistent. The font below should be referred to when producing all Glow promotional materials.

### Body Copy Font

All main body copy should be presented in Verdana regular.

### Header Font

All headers should be displayed in Verdana Bold.

Verdana  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklmnop  
 qrstuvwxyz  
 1234567890  
 . , : ;

**Verdana**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklmnop**  
**qrstuvwxyz**  
**1234567890**  
**. , : ;**

## Colour Palette

The following colour palette should be referred to when adding colour to Glow promotional material.

### RGB

		
R-95	R- 0	R-129
G-26	G-160	G-196
B-131	B-198	B-28

### CMYK

		
C-68	C-91	C-49
M-87	M -6	M-3
Y-4	Y-4	Y-98
K-1	K-0	K-0

### PANTONE

	PANTONE solid matte 2665		PANTONE Process Cyan		PANTONE solid matte 382
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## Using the Glow logo

The Glow logo is a key expression of the Glow visual identity.

Such a valuable asset must always be treated very carefully. There is a set of basic rules which must be adhered to when using the logo.

Original artwork must always be used to represent the visual identity. It must never be recreated under any circumstances.



The minimum display size for the Glow logo is 60 x 37 pixels as shown below.



The Glow logo must hold a 10% exclusion zone all around as shown above when being placed within print materials and within online environment. When the Glow product is referred to within a piece of body copy, it must be written in the following way: **Glow.**

When the Glow logo is accompanied it is important that it is no less prominent than it's surrounding branding.



The TTRB logo may also be displayed in black out of white or white out of the Glow purple/black. This will provide flexibility when printing.



## Collateral

**Powerpoint Opening Screen** There are 2 different coloured varieties of the Powerpoint opening screen, displayed below.

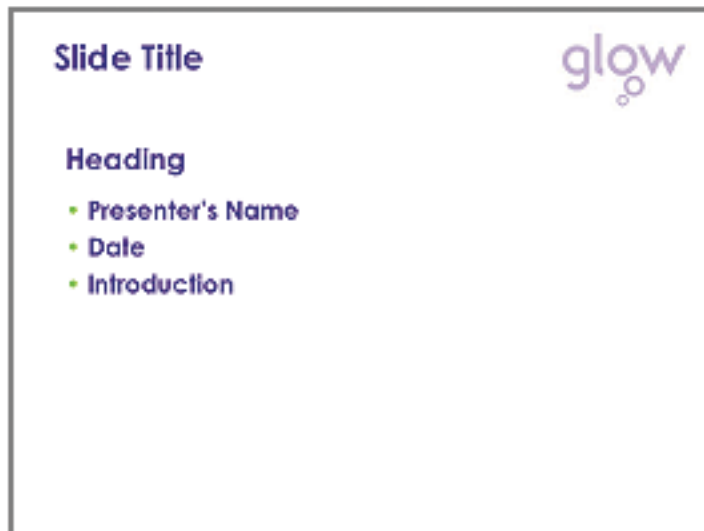
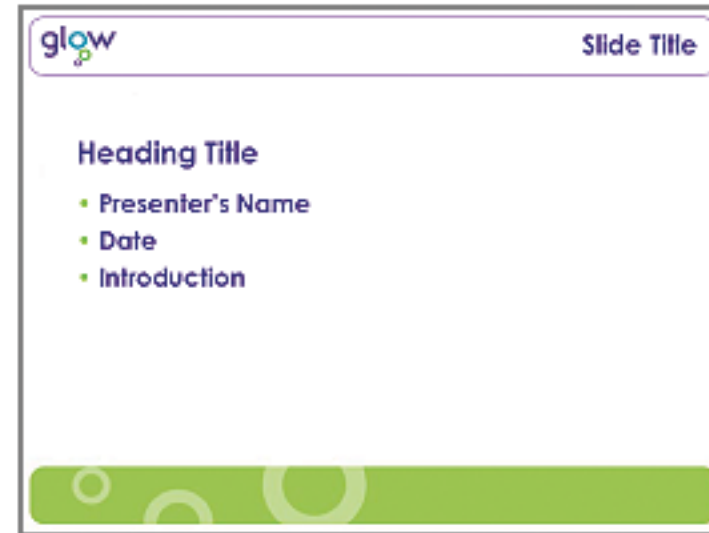
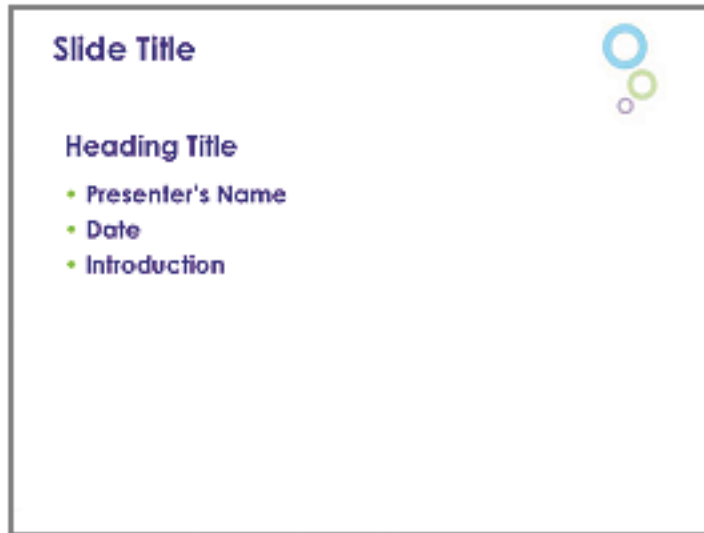


**Powerpoint Closing Screen** The Closing/Contact screen is displayed below.

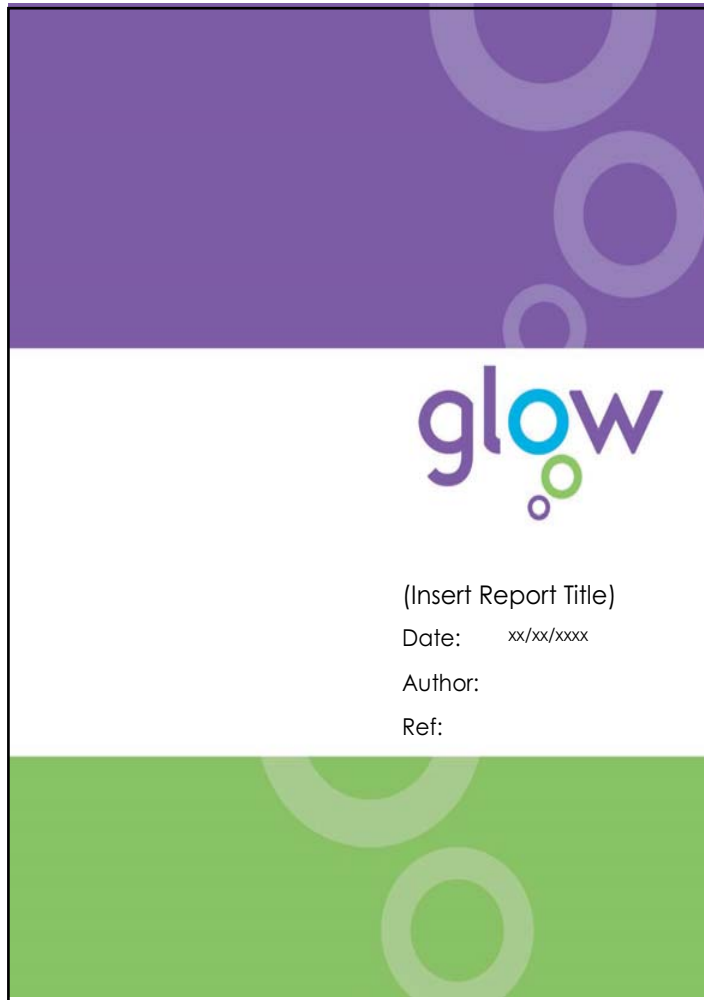


## Powerpoint Content Screen

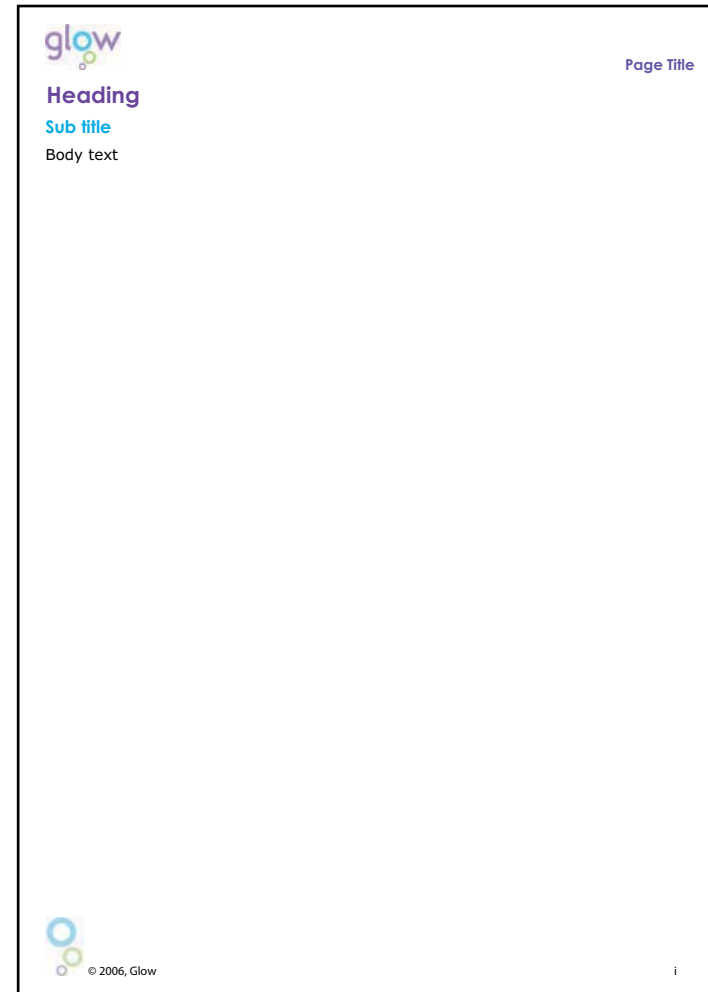
There are 4 different presentation content templates.



## Word Report Template

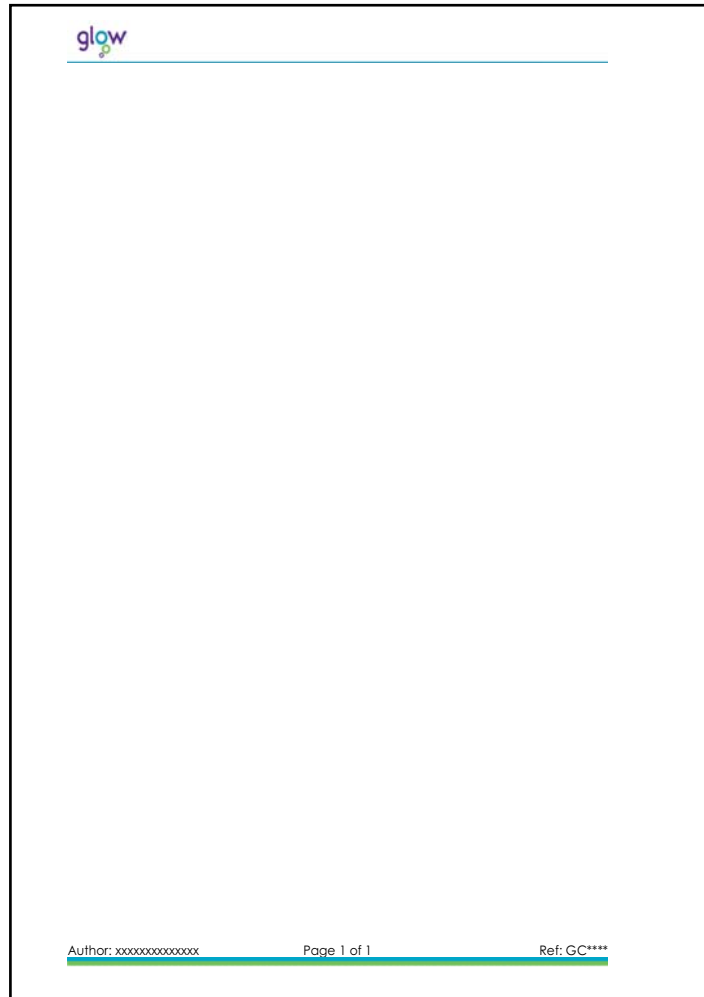


Report Cover Template



Word Document Template

## Word Report Template



Word Document Template