

UNFORGETTABLE PROPOSALS

Brand Guidelines



LOGOS

Primary Horizontal Logo

UNFORGETTABLE
PROPOSALS

UNFORGETTABLE
PROPOSALS

Alternative Circle Logo

UNFORGETTABLE
PROPOSALS

UNFORGETTABLE
PROPOSALS



In order to maintain clarity, the logo must always be surrounded by clear space. Use the logos in proportion as a guide.



LOGO USAGE

UNFORGETTABLE
PROPOSALS

Logo for dark
background

UNFORGETTABLE
PROPOSALS

Logo for white
background

UNFORGETTABLE
PROPOSALS

In some instances, the all
white logo can be used
on dark imagery, if
readability is maintained

UNFORGETTABLE
PROPOSALS

Do not change the
logo colour

UNFORGETTABLE
PROPOSALS

Do not use the
incorrect logo on light
backgrounds

UNFORGETTABLE
PROPOSALS

Do not use the
incorrect logo on dark
backgrounds

BRAND FONTS

PRINT

HEADINGS

ALTA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SUB HEADINGS

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

WEB

HEADINGS

MARCELLEUS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SUB HEADINGS

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

LOGOS



Circle graphic and text logo

the **PROPOSAL** GURU

Alternate horizontal lockup logo

the
PROPOSAL
GURU

Alternate stacked lockup logo



the **PROPOSAL** GURU

the
PROPOSAL
GURU

LOGO USAGE



Logo for dark background



Logo designed to appear on a white background



In some instances, the all white logo can be used on dark imagery, if readability is maintained



Do not change the logo colour



Do not use the incorrect logo on light backgrounds



Do not use the incorrect logo on dark backgrounds

BRAND FONTS

PRINT

HEADINGS

ALTA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUB HEADINGS

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

WEB

HEADINGS

MARCELLEUS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SUB HEADINGS

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz