

shift

Brand Guidelines

2021v3



Index

Introduction.	03
Logo.	04
Colours.	09
Typography.	10
Resources.	12
Contacts.	13



Introduction

The **shift** brand guidelines has been established to guide a new approach to visual communication in printed and digital branded content. This visual identity guide is a reference for everyone who is authorized to work with the **shift** brand.

When it comes to our brand, our reputation, we maintain strict control over it. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

Please refer back to this guide often. If you have any questions concerning the content of this guide, please don't hesitate to reach out our creative team at marketing@getcapital.com.au

Logo

shift

shift

LOGO VARIANTS



master_logotype_dark



master_logotype_alt



master_logotype_light



master_logotype_white

EXCLUSION ZONE & SIZE GUIDE



The exclusion zone is equal to $\frac{1}{2}$ the **s** height.
All logos are supplied with padding to comply
with the exclusion zone rule.



70mm + exclusion | A2



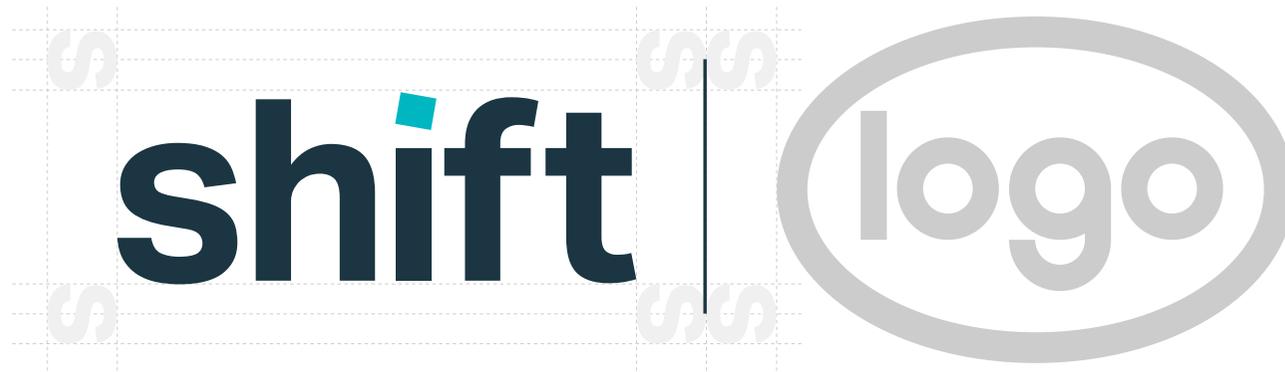
45mm + exclusion | A3



30mm + exclusion | A4/A5



(60px) 20mm + exclusion | Minimum size



Please add a 1px stroke between logos with spacing as illustrated above.

LOGO MISUSE



DO NOT rotate the logo



DO NOT distort or warp the logo in any way



DO NOT change the logo's colors



DO NOT change typeface or add elements



DO NOT move the logo into the exclusion zone



DO NOT add special effects to the logo



DO NOT display the logo with limited legibility

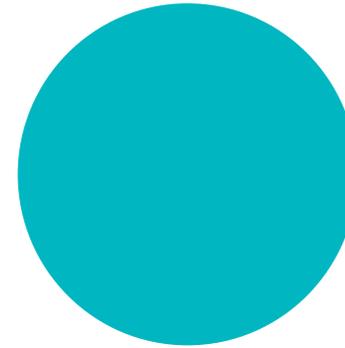


DO NOT display the logo as an outline



DO NOT lighten the logo

Colours

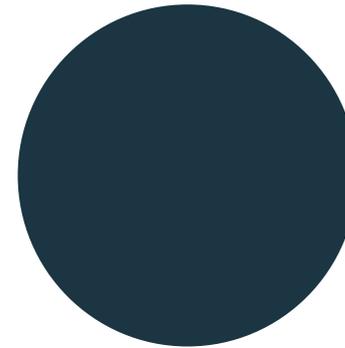


#00B7C1

00 | 183 | 193

74 | 02 | 27 | 00

PANTONE 3125 C

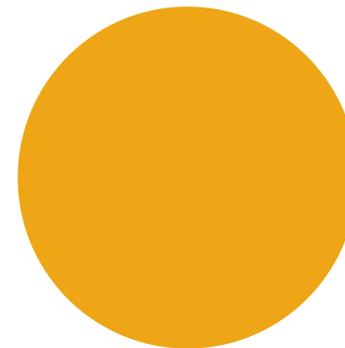


#1B3642

27 | 54 | 66

89 | 66 | 53 | 49

PANTONE 309 C



#EEA616

238 | 166 | 22

06 | 38 | 100 | 00

Typography

Aa

Brand headings

Aktiv Grotesk Hair

Aktiv Grotesk Light

Aktiv Grotesk is available from Adobe Typekit.
<https://fonts.adobe.com/fonts/aktiv-grotesk>

Body copy

Rubik Light

Rubik Regular

Rubik is available from Google Fonts.
<https://fonts.google.com/specimen/Rubik>

Websafe

Calibri Light - Headings

Calibri Regular - Body

Arial Bold - Headings

Arial regular - Body

Resources

Our website links.shift.com.au/brand also contains additional resources and information that we think you will find useful.

Please visit it for:

- High Resolution brand assets
- Social media templates and examples
- Widget guides and information

For additional information please contact the brand office at marketing@getcapital.com.au

Contacts



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