Campaign Agent

Brand playbook

Please refer to this brand playbook for production of any brand communications for CampaignAgent.

Brandmark

stacked

The brandmark should be treated with respect and be used with consistency in all communications.

This is the primary brandmark to be used as first choice for all communications.

The pink box surrounding the brandmark is determined by the 'X' height of the brandmark as shown here.

The absolute minimum size the logo can be scaled down to is 25mm in width.

If tagline is not required, then please adhere to the clearspace 'X' height as shown.

Campaign®
Agent

Pay Now, Pay Later Real Estate.

Clearspace area

Brandmark

horizontal

In instances where space is limited, the horizontal version of the brandmark should then be applied.

The pink box surrounding the brandmark is determined by the 'X' height of the brandmark as shown here.

The absolute minimum size the logo can be scaled down to is <u>35mm</u> in width.

If tagline is not required, then please adhere to the clearspace 'X' height as shown.
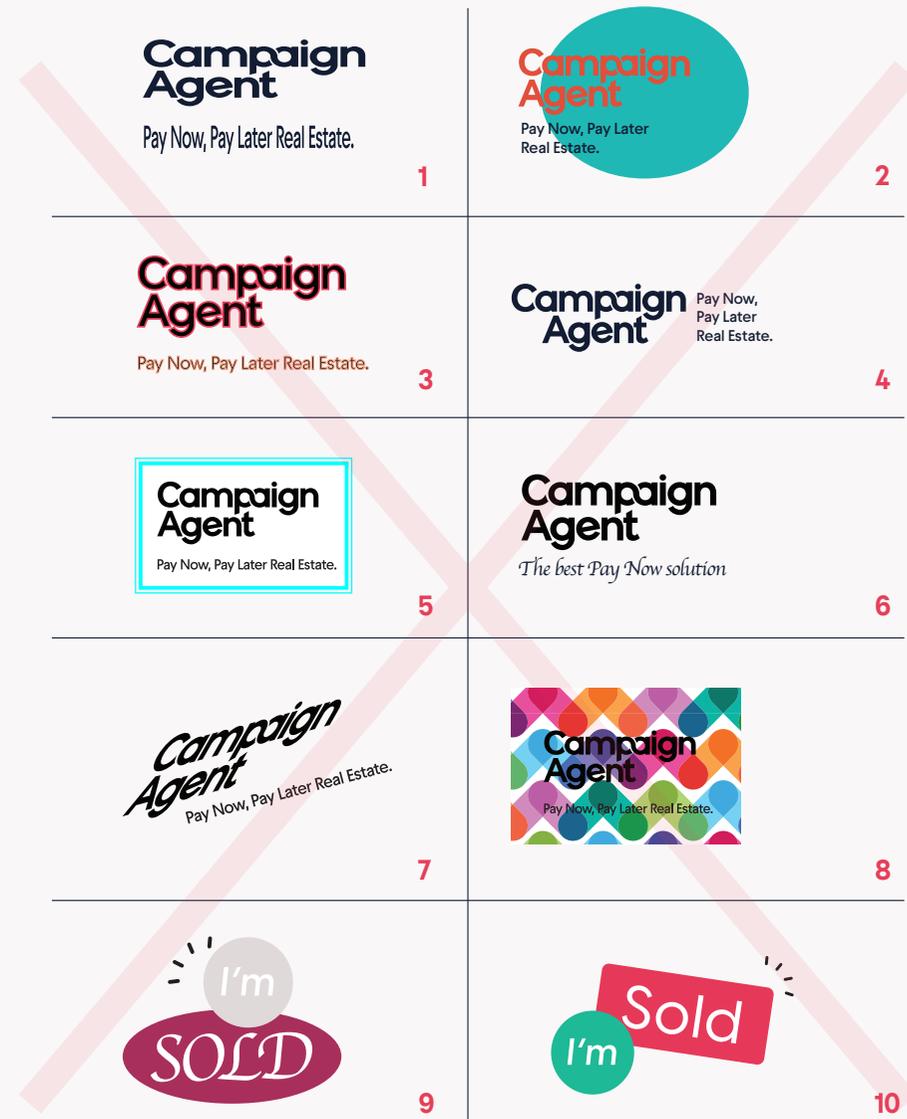
Campaign Agent®

Pay Now, Pay Later Real Estate.

Campaign Agent®

Pay Now, Pay Later Real Estate.

Clearspace area

Brandmark
incorrect use

The examples shown illustrate what
<u>NOT TO DO</u> with the brandmark, such as:

1   Stretch or distort the brandmark

2   Change colour or add any shapes

3   Add a keyline or stroke to brandmark

4   Change any element of the brandmark
    lock-up in any way

5   Add a border around the brandmark

6   Change the tagline or the font in
    any manner

7   Stretch or change the angle of brandmark

8   Use complex coloured backgrounds that
    render the brand not legible

9   Change the typeface or shape

10 Alter the lock-up in any way.

Colour
Key colours

The Campaign Agent colour palette is vibrant, bold and dynamic. Care and consideration should be taken when using in any communications.

The palette has been designed to stand out and make impact for maximum brand recall.

When using any of these colours as the main <u>dominant</u> colour, please use the opposing complimentary colour as shown with the CampaignAgent brandmark as your headline colour.

Campaign Agent

BUTTER

R246 G195 B69
C3 M24 Y85 K0
HEX #F6C345

Campaign Agent

SKIN

R248 G161 B127
C0 M44 Y88 K0
HEX #F8A17F

Campaign Agent

BLUE

R17 G29 B50
C92 M82 Y50 K50
HEX #111D32

Campaign Agent

CHOCOLATE

R83 G51 B46
C47 M71 Y68 K52
HEX #53332E

Campaign Agent

MELON

R229 G62 B89
C3 M90 Y56 K0
HEX #E53E59

Campaign Agent

PLUM

R141 G30 B90
C40 M99 Y39 K12
HEX #8D1E5A

Campaign Agent

SKY

R113 G229 B224
C48 M0 Y6 K6
HEX #71E5E0

Campaign Agent

MINT

R15 G194 B154
C0 M74 Y52 K0
HEX #0FC29A

Colour
Correct use

The colour palette is designed to give flexibility and ensure the look and feel of communications is fresh and exciting.

The colour combinations shown here are acceptable examples as an alternative to the colour combinations shown on the previous page.

Acceptable - Tier 1

Acceptable - Tier 2

Campaign Agent

Colour
incorrect use

These examples shown illustrate what <u>NOT TO DO</u> with the colour palette and these combinations are to be avoided.

Incorrect usage

Campaign Agent

Contact

If you have any questions or need to obtain master artwork of anything in this brand playbook, please contact:

Head of Marketing

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