

- 1. Logo**
- 2. Colour Palette**
- 3. Typography**
- 4. Imagery**

Brand Guidelines

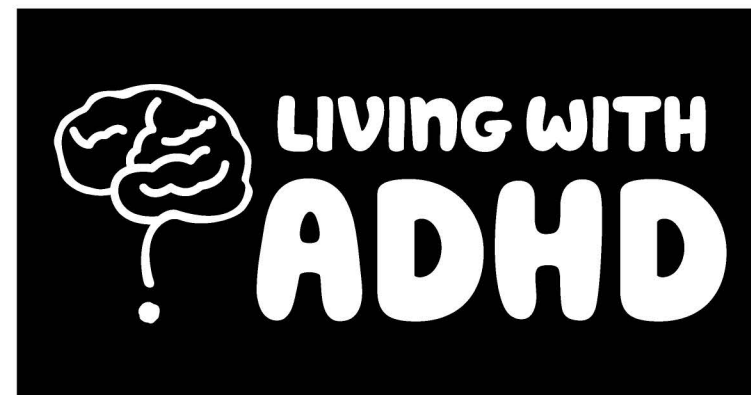
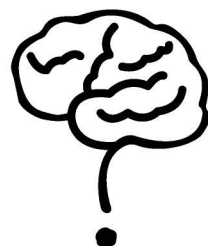
Primary



Do not **X**

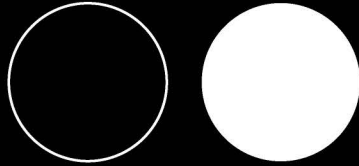


Secondary

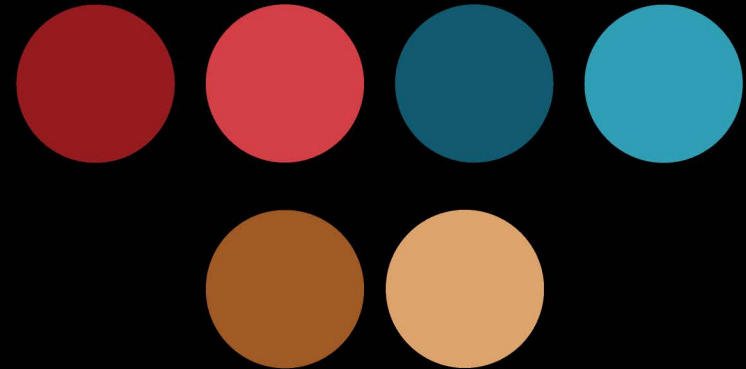


Logo

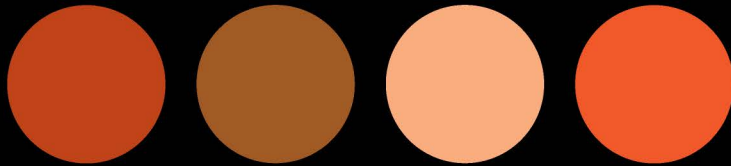
Core



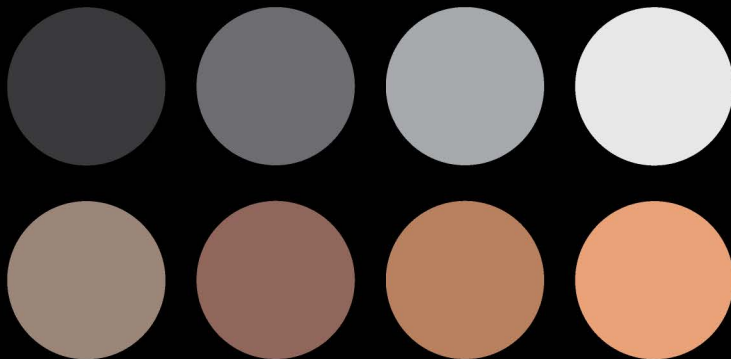
Secondary



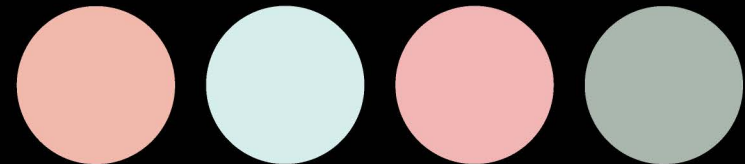
Primary



Neutral



Pastel



Colour palette

Primary

Bodoni MT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!.,?-()&%* @:;

Bodoni MT Italic

Bodoni MT Bold

Bodoni MT Bold Italic

Bodoni MT Black

Bodoni MT Black Italic

Bodoni Egyptian Pro Black

Heading 1

Heading 2

Heading 3

Heading 4

Paragraph

Small Caption

Secondary

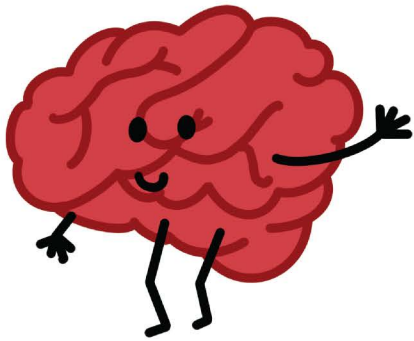
HELLO HEADLINE WOO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

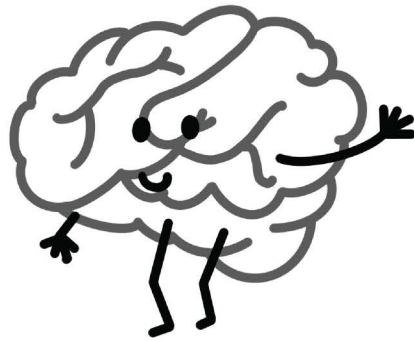
!.,?-()&%* @:;

LIMIT USE, PRIMARILY FOR LOGO.

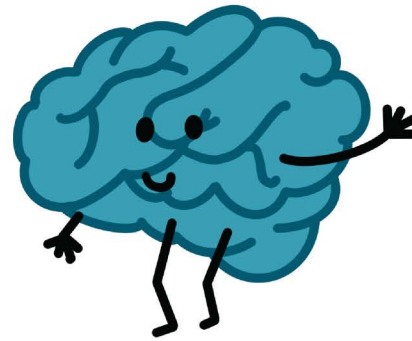
Typography



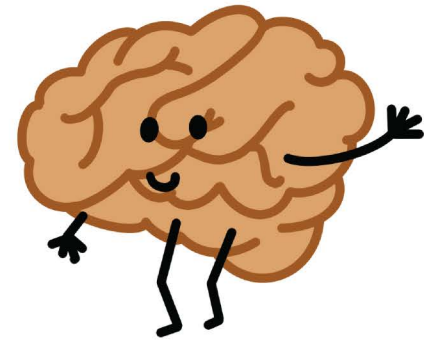
Dyslexia



Neurotypical

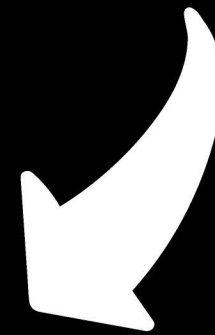
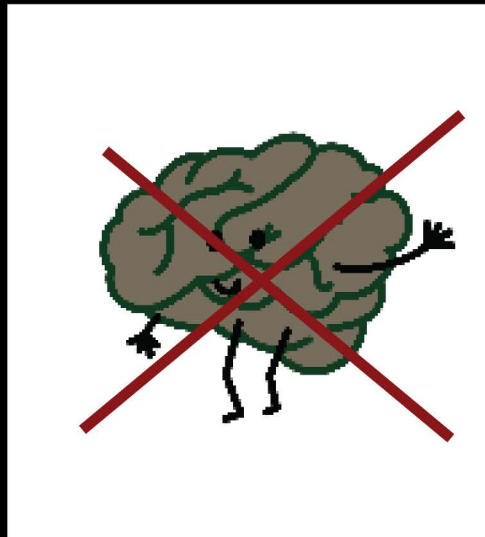


Autism



ADHD

**For animation and characters, only use the colours given as representation for the conditions they represent.
Do not attempt to change the colours given for the characters.**



Imagery

