

3keel

Brand Book

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This document defines some of the core features of the 3Keel brand. If you still have questions about how to produce 3Keel branded products, get in touch with the design team.

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Logo

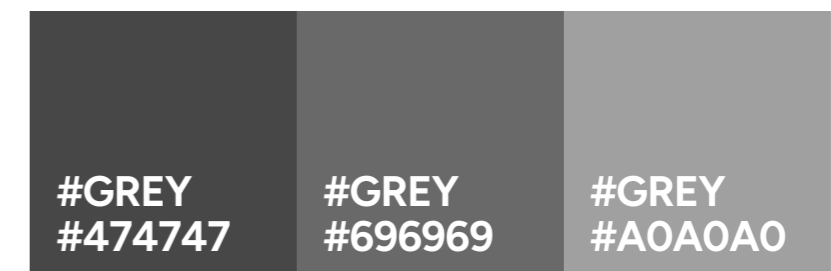
Use the x-height of the 'e' to determine the white space around the logo.

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Colours

The 3Keel brand contains six main colours. Use solar and pond colours for highlights. Use extended palette for contrasting colours



Typeface

The 3Keel brand font is Figtree. This is available via Google Fonts.

It's default spacing is quite loose so you are encouraged to reduce tracking as appropriate, especially for titles.

The 3Keel PowerPoint font is Arial

Bold: Headline in #Ocean

Regular: Sub-heading in 24pt #Dark grey

Regular: main text in 16pt #Dark Grey

BOLD: BOX HEADING 16PT CAPS IN #OCEAN

WOB 10PT CAPS

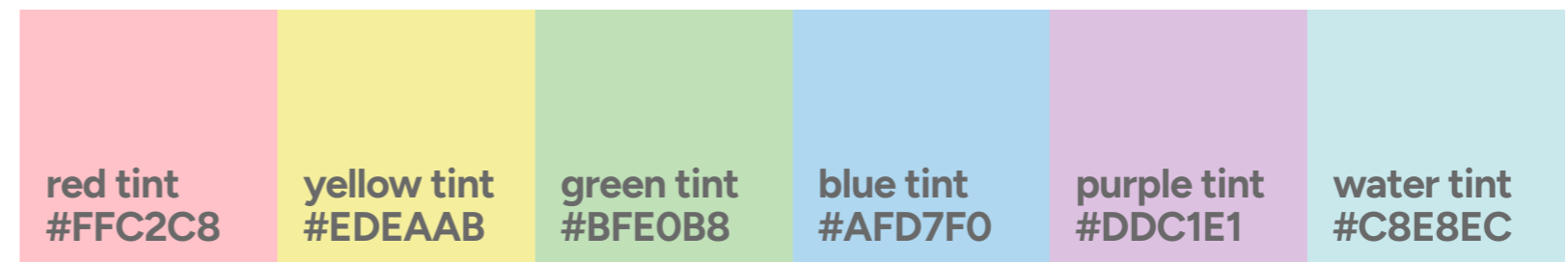
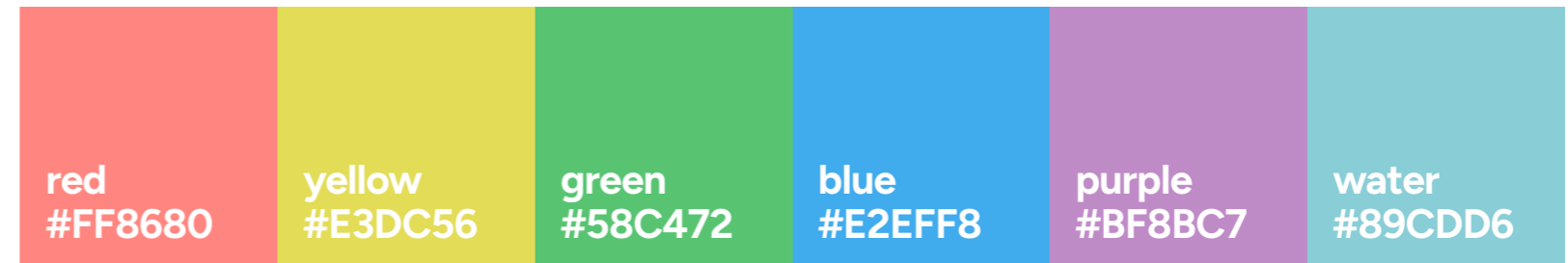
Bold: Headline in #Ocean

Regular: Sub-heading in 24pt #Dark grey

Regular: main text in 16pt #Dark Grey

Extended palette

When more colours are absolutely required, use these ones.



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The 3Keel brand is managed by the design team at 3Keel.
You can contact us at office@3keel.com