



# Visual Standards Guide

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Created by:



## TYPOGRAPHY

Bellerose

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Clarice Book Italic



## COLOUR



	Pantone 476 Process: c57, m80, y100, k45 RGB: r84, g48, b26
	Pantone 187 Process: c0, m100, y80, k20 RGB: r196, g18, b48
	Pantone Yellow Process: c0, m0, y100, k0 RGB: r255, g239, b0

## BLACK AND WHITE



## REVERSE



## MINIMUM SIZE REQUIREMENTS



## AREA OF ISOLATION

The height of the **B** is the measurement of the safety area.

To measure the safety area around the identifier, draw a square starting from the highest point of the tallest arrow.

