Little People's Play Cafe

Brand Guidelines
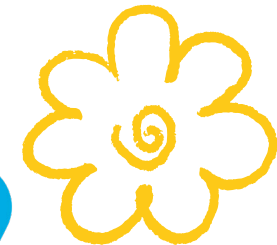
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Logo
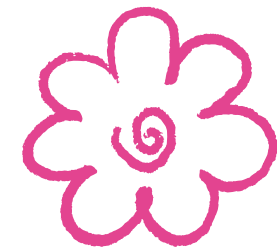
The full coloured logo is best used on white. Where possible the main logo should be used.
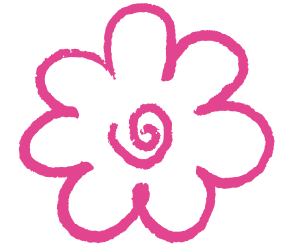
Horizontal logo is best used on white background where height is an issue.

Color Logo

Brand Colours

The primary colour is the Pink and should be always used for subheadings and important text. All colours should be used for icons and paint sections. Body text should black.

Pink
C:2 M:84 Y:9 K:0
R:201 G:69 B:140
#c9458C
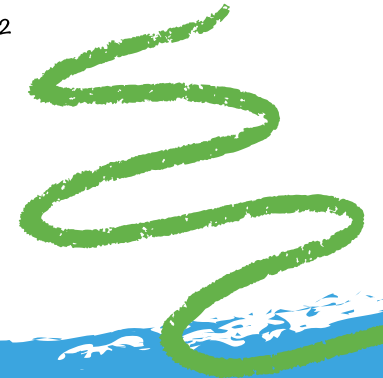
Yellow
C:0 M:22 Y:91 K:0
R:240 G:201 B:54
#F0C936

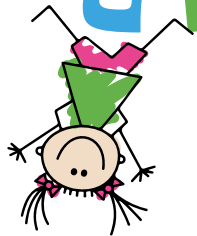## Green
C:65 M:2 Y:87 K:0
R:128 G:177 B:84
#80B154

Blue
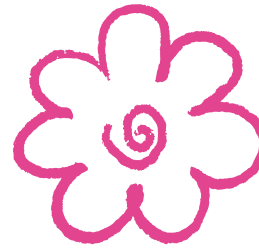C:70 M:16 Y:0 K:0
R:104 G:167 B:221
#68A7DD

Black
C:75 M:65 Y:62 K:82
R:34 G:34 B:34
#222221

Elements & Imagery

Doodles

Characters

Scribbled Block

Imagery should be bright colourful images with chunky borders in the colour scheme.

Elements include the paint sections that should be used to separate sections and scribbled block for titles and buttons. The drawn doodles are used to decorate the graphics. The children characters drawings are used to highlight the different activities.

Paint section

Typography

Primary Typeface

The primary typeface should be used for all titles and should have the characters. Subtitles are also in Noteworhy in Pink.

Custard Regular

ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
0123456789!@#$%^&*()_+

Aa Bb

Secondary Typeface

The secondary typeface is used for body text and is always in grey. Line spacing shoud be double spaced where posible.

Noteworthy Bold

ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
0123456789!@#$%^&*()_+

Aa Bb