



# FRESH EXPRESSIONS BRANDING

## FONTS

**League Spartan**

Montserrat Classic

**Heading**

Text

## COLOURS

White is often used as part of any designs/background or text in our branding as well as black text depending on the background colour.

Blue

HEX #1B96C6

RGB 27, 150, 198

CMYK 86%, 24%, 0%, 22%

Yellow

HEX #ffc13b

RGB 255, 193, 59

CMYK 0%, 24%, 77%, 0%

## ACCENT COLOURS

Mint Green

HEX #79cbb8

RGB 121, 203, 184

CMYK 40%, 0%, 9%, 20%

Coral Pink

HEX #f47a60

RGB 244, 122, 96

CMYK 0%, 50%, 61%, 4%

## LANGUAGE

**Fresh Expressions**

Written with capital letters at the beginning of each word

**fx**

The shortened name 'fx' is always written in lowercase