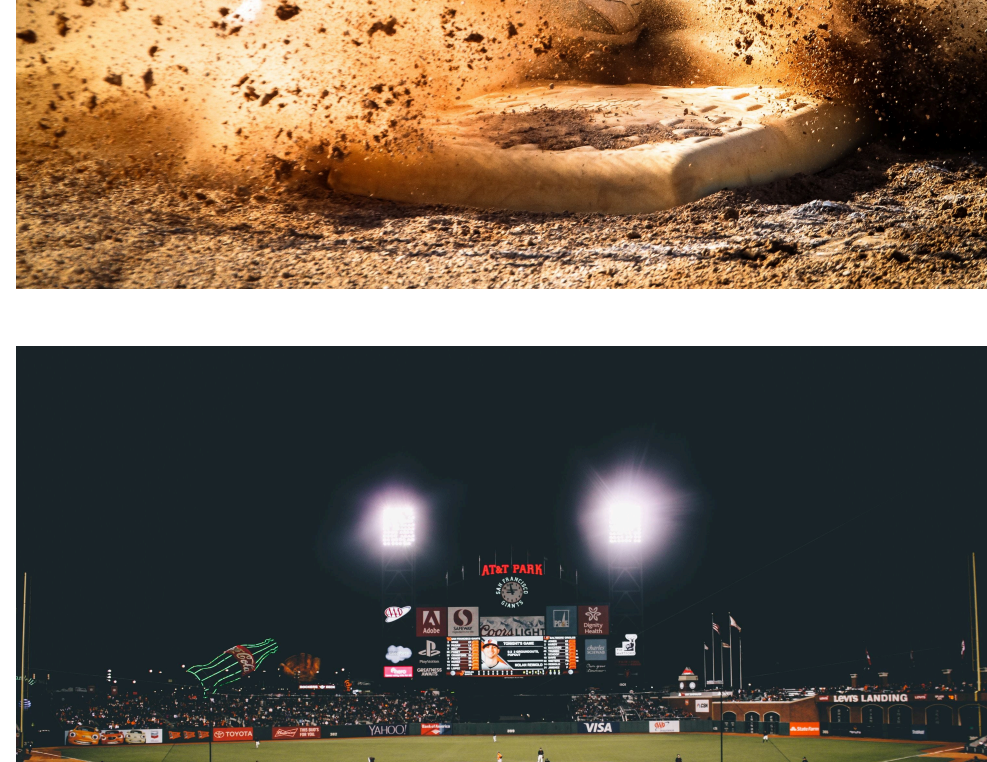




Imagery

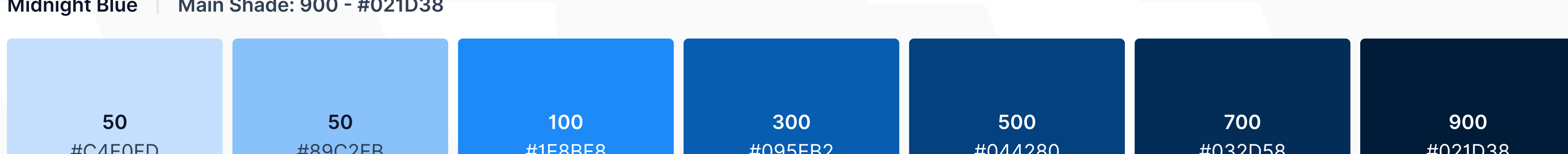


Primary Colours

Safety Orange | Main Shade: 700 - #FF7500

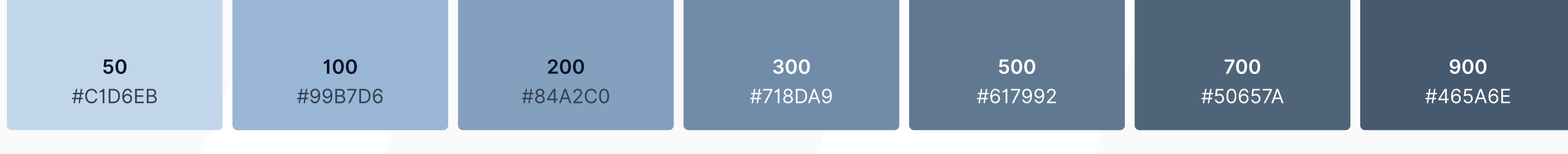


Midnight Blue | Main Shade: 900 - #021D38

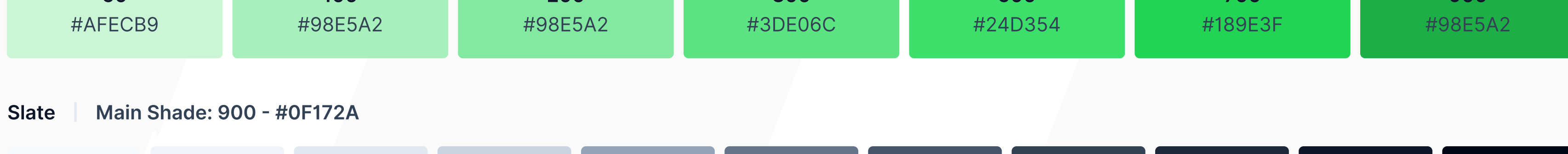


Other Colours

Blue Grey | Main Shade: 700 - #50657A



Light Green | Main Shade: 300 - #3DE06C



Slate | Main Shade: 900 - #0F172A



Typography

Aa

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()[]-\/?!.',''|@#\$\$%^&*.

H1/5xl-header

H2/4xl-header

H3/3xl-header

H4/2xl-header

H5/xl-header

Paragraph

Label

Smallest Text

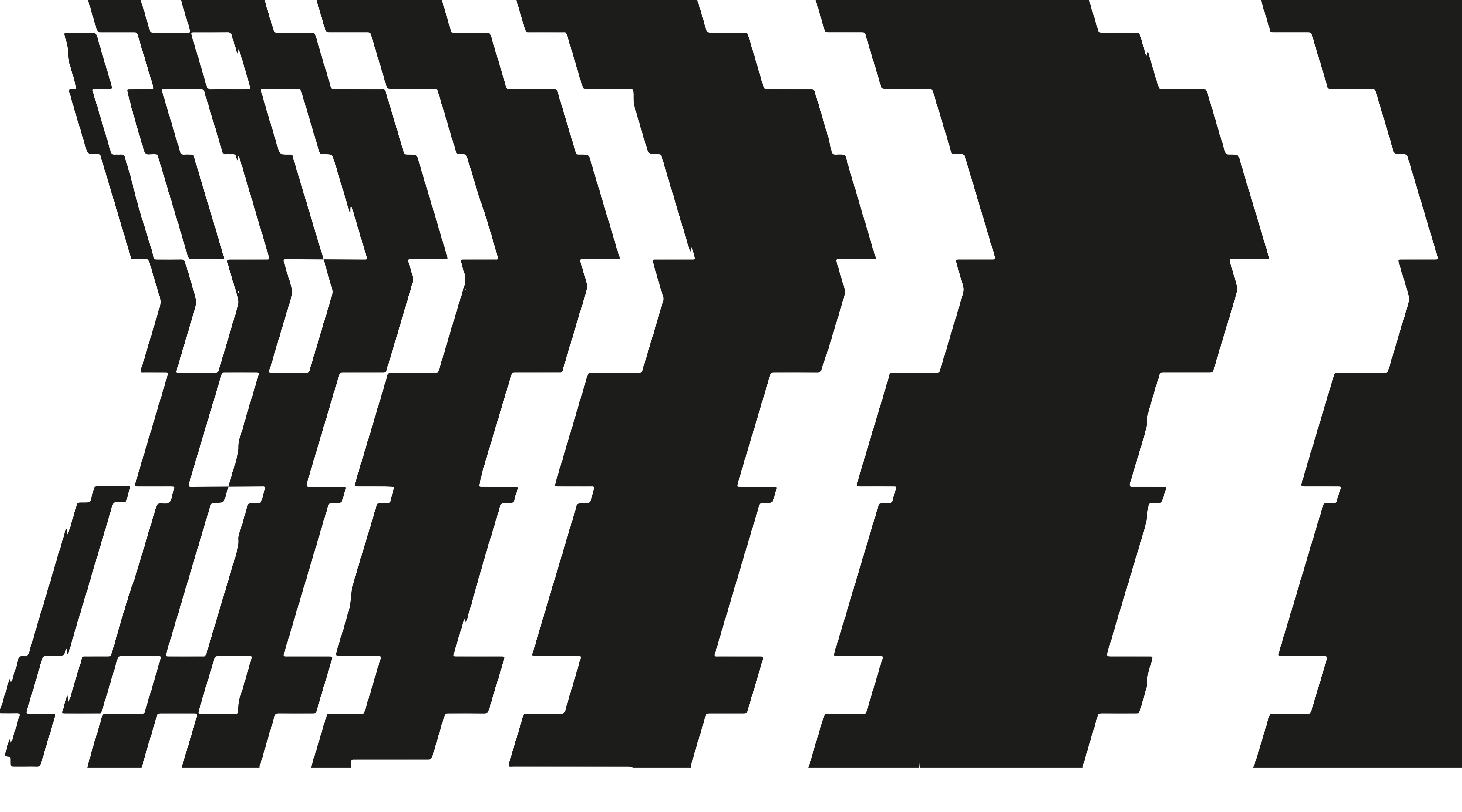
Iconography



Illustrations

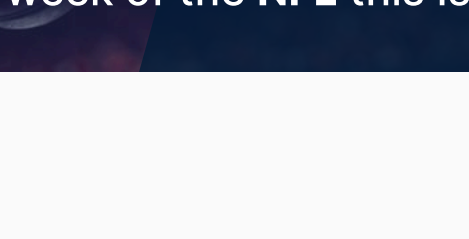


A consistent element that should be used subtly throughout the brand are the glitched directions arrows which represent movement. As seen in various example these elements can be used in subtle backgrounds, to indicate direction on the website, and also used to create some dynamic imagery by masking certain areas of the image in context to create some depth.



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