



**REWARDS**

**BRAND GUIDE**







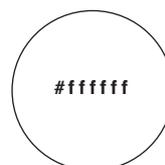
#fa100f

RGB 250, 16, 15  
CMYK 0, 99, 100, 0



#000000

RGB 0, 0, 0  
CMYK 75, 60, 67, 90



#ffffff

RGB 255, 255, 255  
CMYK 0, 0, 0, 0

## RGB

(Red, Green, Blue) colour mode is for anything that is computer-based design. This includes websites, apps, banner ads and any other design created for electronic use.

## CMYK

(Cyan, Magenta, Yellow, Black) colour mode is used for print design. This includes logos, business cards, stationery, illustration, packaging and any other design used for print.

## TYPOGRAPHY

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### LEMON MILK - LOGO FONT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

### GILROY EXTRA BOLD - HEADINGS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### GILROY LIGHT - BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890