



**REWARDS**

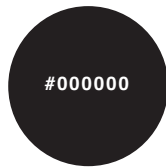
**BRAND GUIDE**



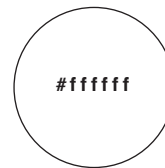




RGB 250, 16, 15  
CMYK 0, 99, 100, 0



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



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

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

### GILROY EXTRA BOLD - HEADINGS

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

### GILROY LIGHT - BODY COPY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0