REWARDS

BRAND GUIDE

PRIMARY LOGO

MAX
LINER
REWARDS

MAX
LINER
REWARDS

MAX
LINER
REWARDS

MAX
LINER
REWARDS

COLOURWAYS

#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

LEMON MILK - LOGO FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GILROY EXTRA BOLD - HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILROY LIGHT - BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890