



Brand Guidelines

1 | Logo

ScopeMarkets

Logo Variations

Symbol



Stacked



Horizontal

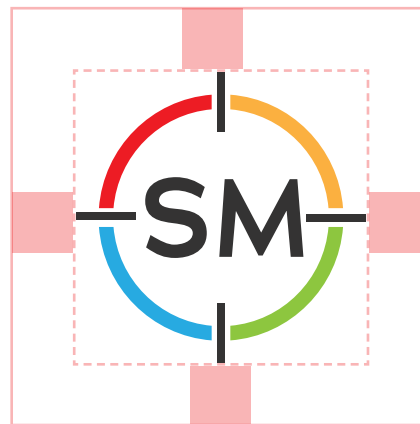


ScopeMarkets

Clear Area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.



ScopeMarkets

Minimum Width

The minimum stacked logo width for print is 25mm and 75px for digital. The minimum horizontal logo width for print is 40mm and 120px for digital. The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.



25mm



40mm



75px



120px

ScopeMarkets

Alternate Versions

The reversed logo can effectively be used over an image and is the preferred choice of logo for this application. However, when this is done the underlying image must be simple and not overly detailed. This will ensure that the logo stands out.



Monotone logo black



Monotone logo on black

ScopeMarkets

Incorrect Use



Do not alter the color of the logo in any way.



Do not use drop shadow or effects on the logo.



Do not rotate the logo.



Do not squash or stretch the logo.



Do not squash or stretch the logo.

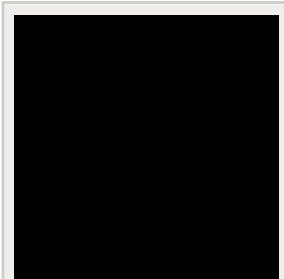


Do not use colour logo in any similar colour background.

2 | Colour Palettes

Primary Colours

PANTONE Black 2 C



PANTONE
Black 2 C

Color values:

RGB: 51 47 33

HEX/HTML: #332F21

CMYK: 48 53 84 84

PANTONE Bright Red C



PANTONE
Bright Red C

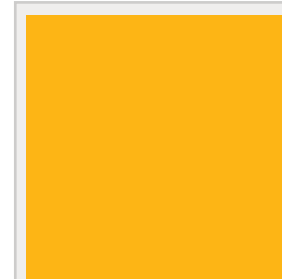
Color values:

RGB: 249 56 34

HEX/HTML: #F93822

CMYK: 0 85 95 0

PANTONE 7549 C



PANTONE
7549 C

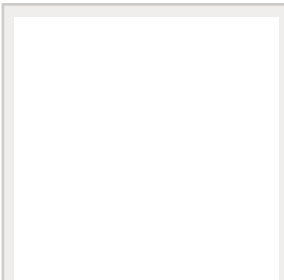
Color values:

RGB: 255 182 0

HEX/HTML: #FFB600

CMYK: 0 22 100 0

PANTONE Bright White



PANTONE
11-0601 TCX
Bright White

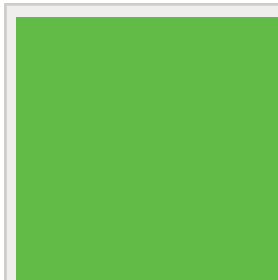
Color values:

RGB: 255 255 255

HEX/HTML: #FFFFFF

CMYK: 0 0 0 0

PANTONE 2287 C



PANTONE
Black 2 C

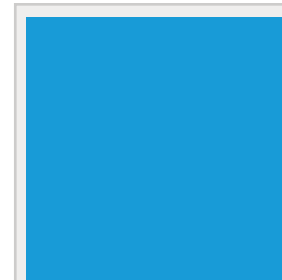
Color values:

RGB: 91 197 0

HEX/HTML: #5BC500

CMYK: 58 0 100 0

PANTONE 2925 C



PANTONE
2925 C

Color values:

RGB: 51 47 33

HEX/HTML: #009CDE

CMYK: 75 18 0 0

3 | Typography

ScopeMarkets

Primary Font

Adrianna

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!?@#%^&*)

Secondary Font

Poppins

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890(!?@#%^&*)

