

YOUTHS CHOICE REBRAND

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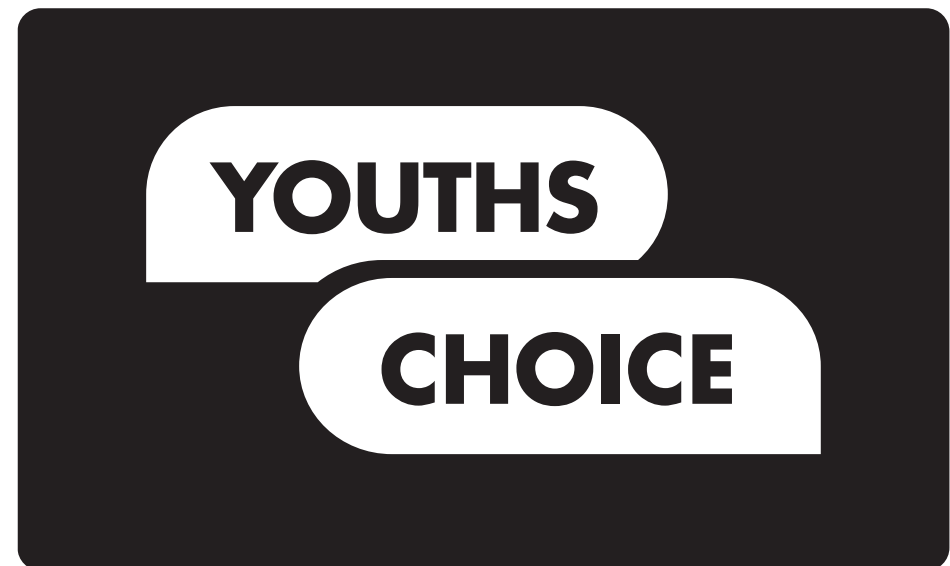
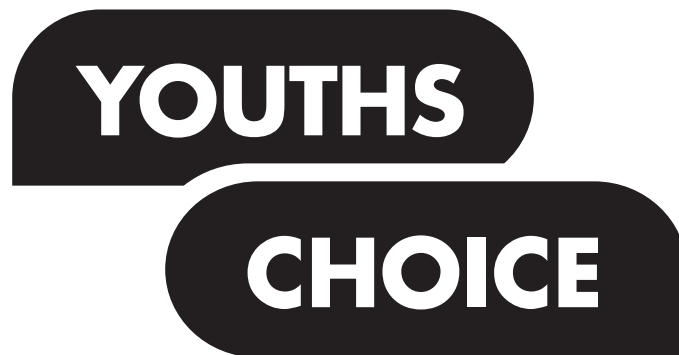
01 | The Logos

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01 | The Logos

Wordmark / Combination Mark

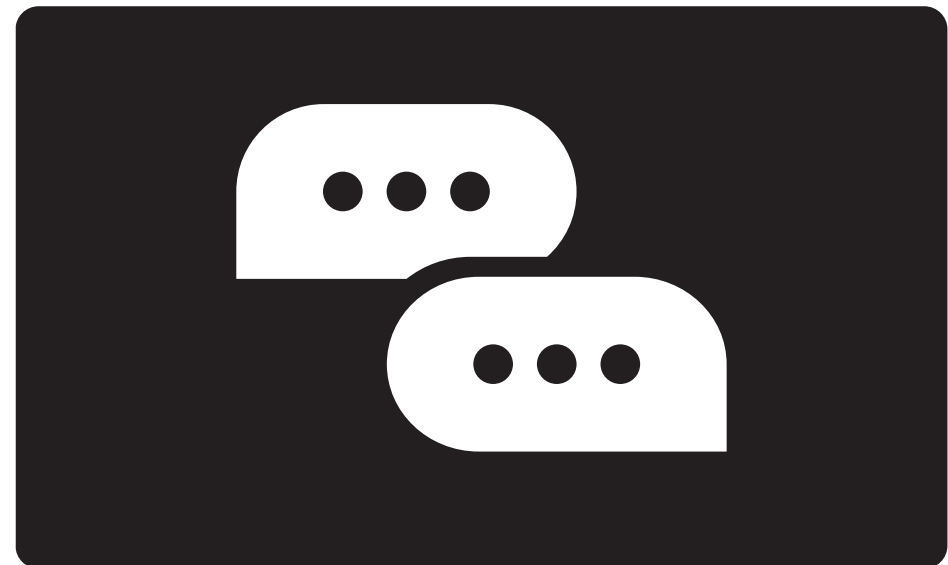
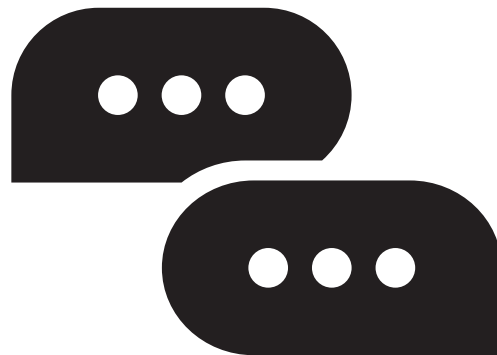


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01 | The Logos

Symbol / Pictorial Mark

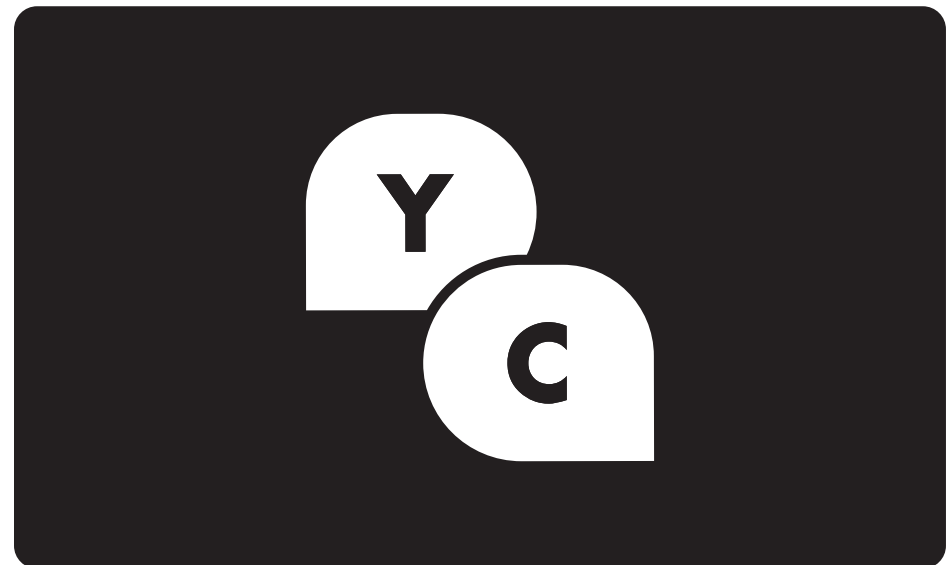
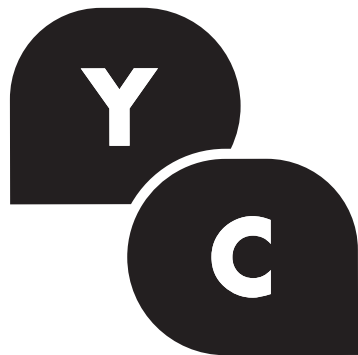


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01 | The Logos

Lettermark

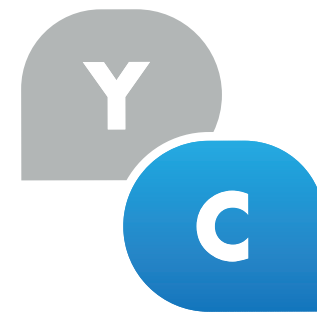
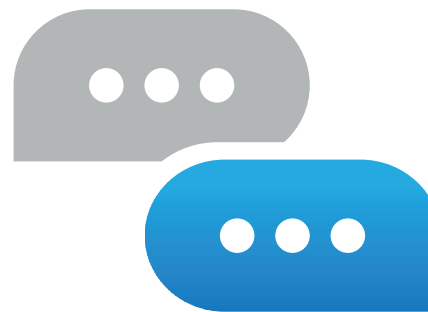


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01 | The Logos

Logo Lockups



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01 | The Logos

Experimental Lockups



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02 | The Colours

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02 | The Colours

Primary Colours



Top of Gradient

Picton Blue

C: 57 R: 57
M: 168 G: 168
Y: 224 B: 224
K: 224

HEX: #39A8E0

Base of Gradient

Fun Blue

C: 85 R: 57
M: 50 G: 113
Y: 0 B: 184
K: 0

HEX: #1E71B8



Silver Grey

C: 28 R: 191
M: 21 G: 190
Y: 22 B: 190
K: 3

HEX: #BFBEBE

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02 | The Colours

Secondary Colours



Golden Fizz

C: 28 R: 191
M: 21 G: 190
Y: 22 B: 190
K: 3

HEX: #BFBEBE



Cinnabar

C: 28 R: 191
M: 21 G: 190
Y: 22 B: 190
K: 3

HEX: #BFBEBE



Havelock Blue

C: 28 R: 191
M: 21 G: 190
Y: 22 B: 190
K: 3

HEX: #BFBEBE



Chateau Green

C: 28 R: 191
M: 21 G: 190
Y: 22 B: 190
K: 3

HEX: #BFBEBE



Trendy Pink

C: 28 R: 191
M: 21 G: 190
Y: 22 B: 190
K: 3

HEX: #BFBEBE

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03 | The Typography

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03 | The Typography

Main Typeface

Futura LT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura LT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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03 | The Typography

Secondary Typeface

Neue Haas Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neue Haas Grotesk Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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