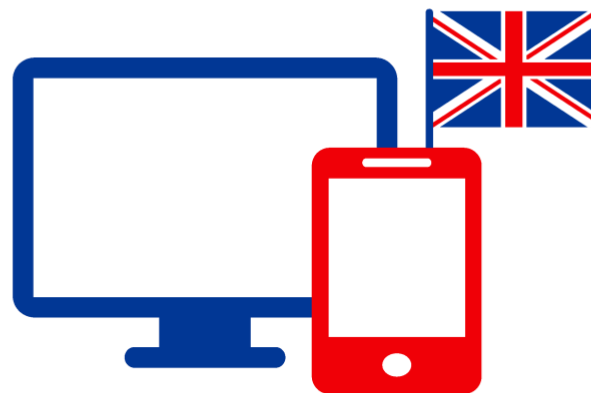


# CLASING ELTS Branding Guidelines



**CLASING ELTS**

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## CLASING ELTS Logo

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The CLASING ELTS logo can appear in two forms. The horizontal logo and the square logo. The square logo is used when the size of main logo may compromise legibility. **When written, 'CLASING ELTS' should always appear with capital letters** and can be written just 'CLASING'.

Always maintain the proportions of the CLASING ELTS logo. Never stretch or squash or pixelate the logo.



Square logo



Horizontal logo

# Colours

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Green

#10c45c



Yellow

#eab822



Blue

#209bd8



Pink

#e948ae



Violet

#9446e2



Dark Red

#bb001e



Brand Blue

#013795



Brand Red

#f00007



Dark Blue

#005c83

## Typography – Montserrat (for titles)

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Montserrat

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

Montserrat

Bold (700)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn**

Montserrat

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn*

## Typography – Open Sans (for paragraphs)

---

Open Sans

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

Open Sans

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn**

Open Sans

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn*