

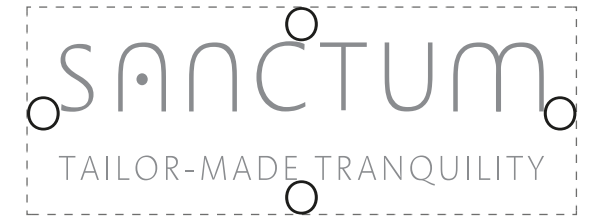
# Brand guidelines for Sanctum

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SANCTUM  
TAILOR-MADE TRANQUILITY



When logo is used over an image it must be placed within a black rectangle with clear space around the logo.



Clear space required around logo.

## Print fonts

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Mr Eaves XL Mod OT Thin  
Mr Eaves XL Mod OT Light  
Mr Eaves XL Mod OT Book  
Mr Eaves XL Mod OT Regular  
**Mr Eaves XL Mod OT Bold**  
Helvetica Light  
Helvetica Regular

Variants of the Mr Eaves XL Mod OT font should be used for headlines and sub headlines only. Helvetica light and regular should be applied to body copy and small print. The Mr Eaves XL Mod OT font family are provided by Adobe CC and are able to be downloaded from the Adobe Typekit through the Adobe CC app or website.

## Web fonts

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Helvetica Light  
Helvetica Regular  
**Helvetica Bold**

Where possible the same fonts for print should be applied to web use, in the event that this is not possible variants of Helvetica is acceptable.

## Colour palette

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These are the only colours to be used for print and web at 100% transparency.

Black



C: 0      R: 29  
M: 0      G: 29  
Y: 0      B: 27  
K: 100

Hex: 1D1D1B

Grey



C: 47      R: 138  
M: 36      G: 140  
Y: 34      B: 143  
K: 14

Hex: 8A8C8F