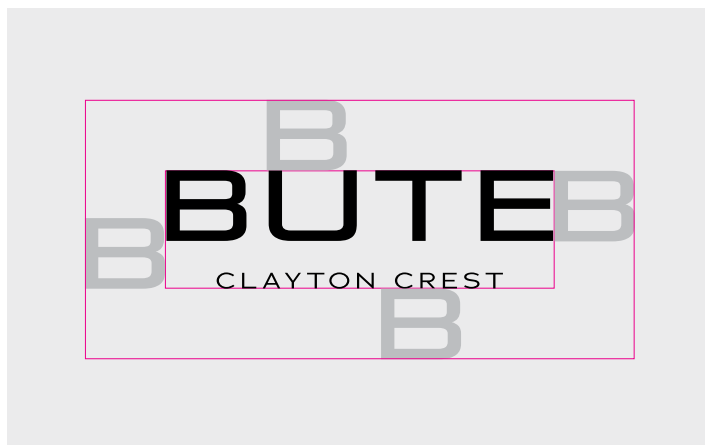


BUTE LOGO GUIDELINE

LOGO VARIATIONS



LOGO EXCLUSION ZONE



LOGO MINIMUM SIZE



BUTE LOGO GUIDELINE

COLOUR PALETTE



RGB: 129 83 45
CMYK: 16 48 57 77
HEX: #4E3122

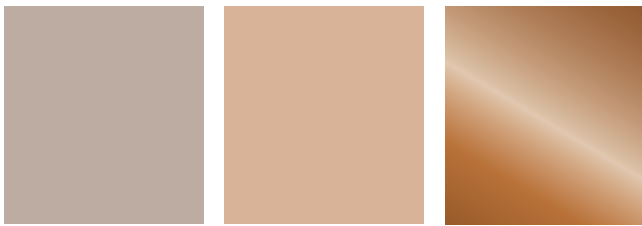
RGB: 42 75 106
CMYK: 37 64 89 30
HEX: #81532D

RGB: 186 111 54
CMYK: 22 62 90 8
HEX: #BA6F36

RGB: 239 221 223
CMYK: 11 20 30 0
HEX: #EFE7DF

RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #FFF

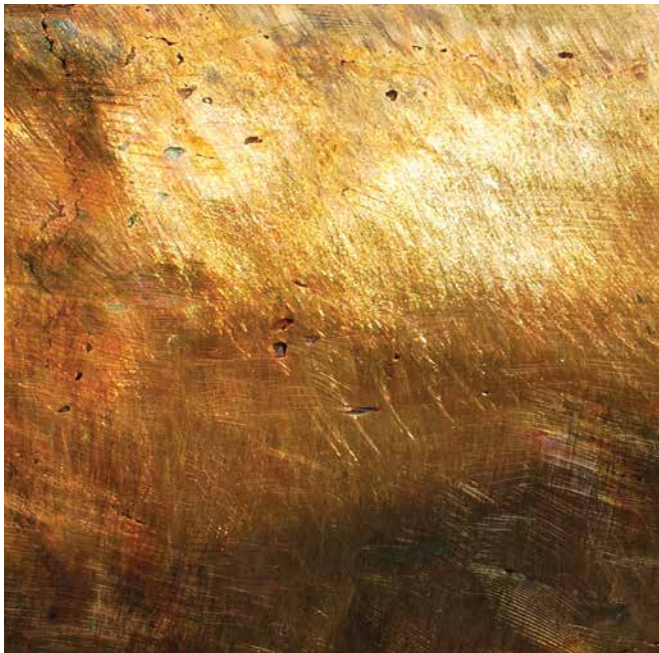
SECONDARY COLOUR



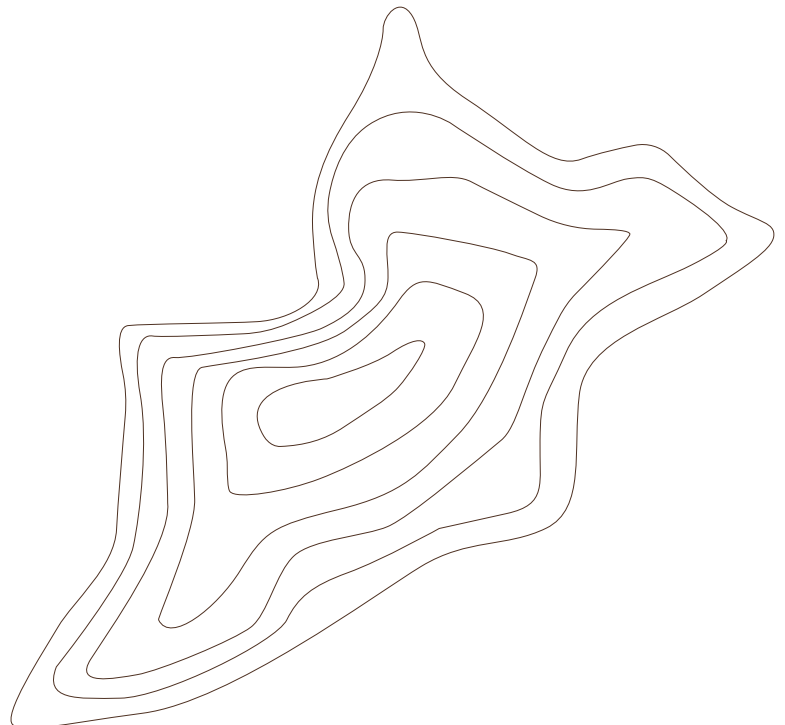
RGB: 189 172 161
CMYK: 27 30 34 0
HEX: #BDACA1

RGB: 216 179 153
CMYK: 15 30 39 0
HEX: #D8B399

SUPPORTING BRAND IMAGERY



Abstract Art



Pattern

BUTE LOGO GUIDELINE

TYPOGRAPHY

Aktiv Grotesk - Print and Web

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-=+

Roboto Family - Web Alternative

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvevwxyz
1234567890!@#\$%^&*()-=+

LOGO APPLICATION SAMPLES

