

boditrax



branding guidelines

Greys:

	Grey 28	#474747	71, 71, 71
	Grey 36 (text)	#5b5b5b	91, 91, 91
	Grey 48	#7A7A7A	122, 122, 122
	Grey 82	#D1D1D1	209, 209, 209
	Grey 90	#E6E6E6	230, 230, 230
	White	#FFFFFF	255, 255, 255

Colours

	Chilean Fire	#CA4C27	202, 76, 39
	Deluge	#775BA4	119, 91, 164
	Boston Blue	#418CB6	65, 140, 182
	Tradewind	#4FB79F	79, 183, 159
	Asparagus	#69A95C	105, 169, 92
	Earls Green	#B7CD33	183, 205, 51
	Turbo	#FACF18	250, 207, 24
	Sea Buckthorn	#F79A24	247, 154, 36

Fonts:

GS	GillSans Light	Default text
GS	GillSans	Headings & logo