

# Style guide

## Logos

The Youth Biosecurity Hub logo must be used on all publications and materials. Logos are available in AI and PDF format for print and JPG and PNG format for web.

### Primary logos

The horizontal logos are the primary logos and are the preferred versions. The reversed version should be placed on a solid black background.



Horizontal - regular



Horizontal - reversed

### Secondary variations of the logo



Stacked - regular



Stacked - reversed



'Hub' only

In addition to the full colour versions, the logo is also available in mono formats.



Stacked - mono



Horizontal - mono

### Minimum size

The minimum size for the logo is 30mm wide. The preferred exclusion zone is the width of the hub's B and the caterpillar.



### Co-branding

All logos should appear at a similar size and orientation. To further differentiate between the logos, a vertical dividing line should be included.



## Colour Palette

### Primary



**C 0 M 0 Y 0 K 100**  
**R 35 G 31 B 32**  
**#231F20**  
**100% BLACK**



**C 56 M 3 Y 100 K 0**  
**R 127 G 188 B 66**  
**#7FBC42**  
**\*PMS 376 C**



**C 86 M 2 Y 41 K 0**  
**R 0 G 175 B 169**  
**#00AFA9**  
**\*PMS 326 C**



**C 84 M 41 Y 0 K 0**  
**R 0 G 129 B 197**  
**#0081C5**  
**\*PMS 2173 C**

### Secondary



**C 0 M 52 Y 100 K 0**  
**R 248 G 150 B 30**  
**#F7971C**  
**\*PMS 144 C**



**C 0 M 30 Y 100 K 0**  
**R 253 G 185 B 19**  
**#EAB00**  
**\*PMS 124 C**

\*Pantone to CMYK conversions may differ between software programs and swatch books.

## Typography

Aa

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

### Puffin Display Soft Primary font

The primary typeface is Puffin Display Soft, a contemporary sans-serif font.

The Puffin Display Soft font family is available to activate in Adobe Fonts.

Where Puffin Display Soft is not available, for example in internal documents, Calibri may be used.