



How to Use
Keep this one-page guide handy when creating content or briefing others. It includes your core brand elements so you can stay consistent and on-brand, quickly and easily.

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Fossick
DESIGN

Main Logo



Main Logo with Tag



Logo Suite
Use as your main logo across key brand materials. Keep it clear, consistent, and don't stretch or distort it. Also available in the other brand colours and variations.

Dark Green

Hex: # 00412D
RGB: 0-65-45
CMYK: 80-25-80-50

Light Green

Hex: #00AA46
RGB: 8-170-75
CMYK: 85-0-95-2

Yellow

Hex: # FCC24A
RGB: 252-194-74
CMYK: 0-25-81-0

White

Hex: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0



Colour Palette
These are your brand colours. Use them consistently across all design and marketing materials to create a cohesive look and feel.

Primary Typeface
Sharp Sans No1

The quick brown
fox jumps over the
lazy dog.

Aa

Secondary Typeface
Square Peg

The quick brown fox
jumps over the lazy dog.

Aa

Hierarchy

SUB HEADING
HEADING

Lorem ipsum dolor sit amet consectetur
adipiscing elit sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam ullamcorper suscipit.

Key Quote

BUTTON

Sharp Sans No1
Bold
Uppercase

Sharp Sans No1
Bold
Uppercase

Sharp Sans No1
Book
Sentence Case

Square Peg
Regular

Sharp Sans No1
Bold
Uppercase



Typography
These are your brand fonts. Use them consistently for headings, subheadings, and body text to keep your communication clear and on-brand.

The Square Peg font can be downloaded from Google Fonts.

Merchandise



Brandmark:
Tag

Grow you
good thing!

Grow you
good thing!

Grow you
good thing!



Graphic Elements
These elements support your brand look. Use them to add personality and consistency across your designs.



Visual Style
Use imagery that reflects the brand's tone and values. Stick to this style to keep your visuals cohesive and recognisable.



Grow you
good thing!