# CALYPSO concept of the control of t

#### Brandmarks - HERO BRAND

# CALYPSO reef cruises

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#### Brandmarks - SUB BRANDS





**CALYPSO**low isles

CALYPSO snorkel and dive

CALYPSO snorkel and dive

CALYPSO low isles

CALYPSO low isles

#### Brandmarks - MISUSE



## **CALYPSO**reef cruises

**x** Don't stretch the logo.

## CALYPSO reef cruises

**x** Don't change the colours of the logo.

## **CALYPSO**reef crulees

**x** Don't put an outline on the logo.

## **CALYPSO**reef cruises

**x** Don't squash the logo.

## **CALYPSO**reef cruises

**x** Don't rearrange elements of the logo.



**x** Don't place logo over non-brand coloured backgrounds.

## **CALYPSO**

**x** Don't remove elements from the logo.

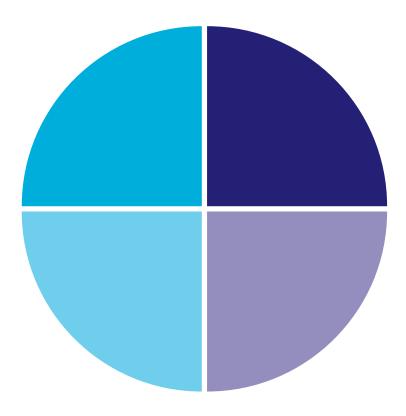


**x** Don't rotate the logo.



**x** Don't place logo over background images that are busy or clash.

#### Colour Palette



**SKY BLUE** 

CMYK: 96 0 11 0 **RGB**: 0 175 219 HEX #: OOAFDB

PASTEL BLUE

CMYK: 50050 **RGB**: 113 207 235 HEX #: 71CFEB

**SEA BLUE** 

CMYK: 100 100 0 25 RGB: 35 33 118 **HEX #**: 232176

**MAUVE** 

CMYK: 40 40 0 5 **RGB**: 147 142 191 **HEX #**: 938EBF

## Fonts

#### **GOTHAM**

Book, Medium, Bold, Black

## **AaBbCc** 123#?!

abcdefghijklmnopgrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789!@#\$%&(,..;\*+=)

## HEY OCTOBER

Regular

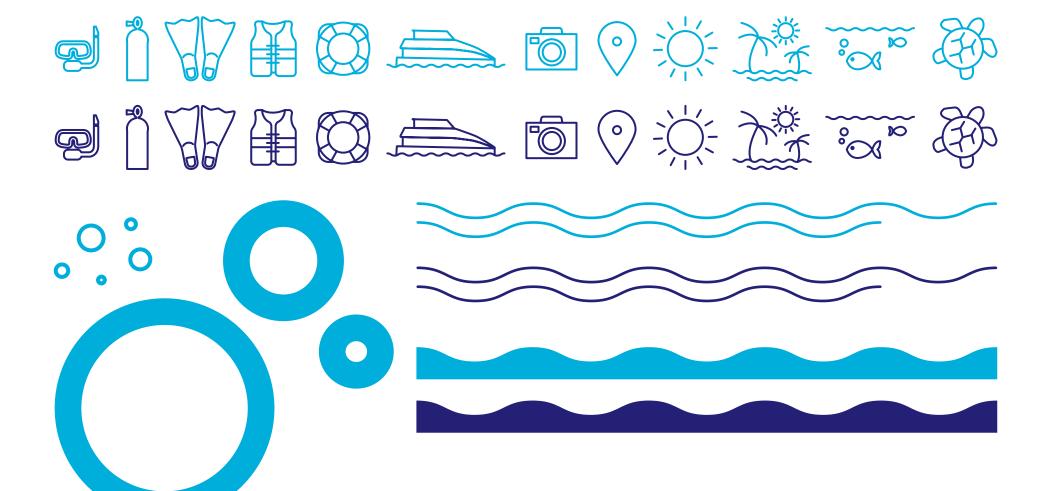
AaBbCc

abedetyhijklmnopqnstuvwxy2 ABCDEFGHIJKLMNOPQRSTUVWXY2 123456789!@#\$%\$(,.:;\*+=)



Brand Style Guide

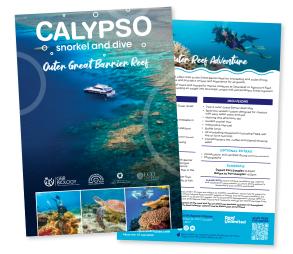
## Icons & Elements

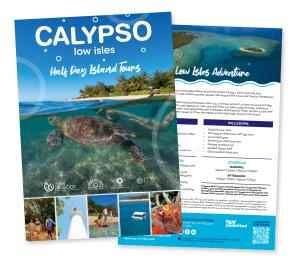




## Branding Examples



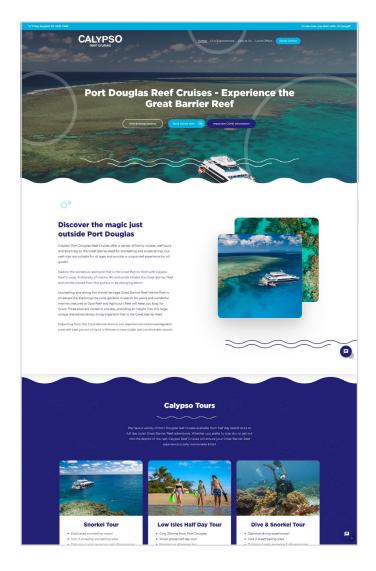














Brand Style Guide