



Brand guidelines

Welcome

This document is designed for the Care Professional Academy partner and sponsor ecosystem.

When communicating together, in various partnership environments, we want to safeguard our brand and assist you in featuring and referencing the CPA brand effectively and correctly.

Our logo

Our logo should be full colour on white backgrounds and white on darker backgrounds.



Logo usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



Care Professional
cademy

Care Professional
cademy

Logo usage

Do not stretch or squeeze the logo.
When resizing the logo, remember
to hold the **'shift'** key to maintain
logo proportions.

Do not stretch the logo



Do not squeeze the logo



Clearspace

Clearspace around our logo is equal to 50% of the logo height.



Placing the logo

Our logo should be positioned either in the top left, top right, bottom left, bottom right, or centred at the top or bottom of the design.



Logo size

To protect the legibility of our logo we recommend the minimum height should not be less than 75 pixels for web and 25mm for print.



Minimum height:

75 pixels for web

25mm for print

Clearspace

When placing a partner logo alongside our logo, please maintain clear space around our logo equal to 50% of its height.



Colour

Our primary brand colors are orange and black. They are used to provide simplicity, and consistency throughout all brand communications.

Hex - #f26624

RGB - 242,102,36

CMYK - 1,74,98,0

Hex - #1e1e1e

RGB - 30,30,30

CMYK - 72,66,65,75

Typography

Our brand font is **Open Sans** which is used for headings and content.

Open Sans is available as a free download from Google fonts...

fonts.google.com/specimen/Open+Sans



Open Sans

Regular

Medium

Bold

Extra Bold



Thank you.