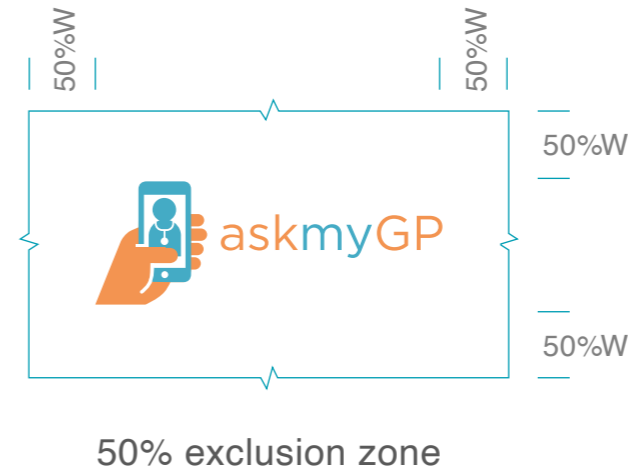


## LOGO RULES

- The logo should always be shown.
- Where possible it should follow the 50% optimal exclusion rule.



## FONT RULES

### Online typeface

Helvetica is to be used for online HTML purposes. It has been selected to be compatible with general worldwide web standards.

### Kerning and leading

If adjustments to the kerning and leading typography of are made they should be kept to a minimum and consistently applied.

### Text alignment

All text should be aligned left and centrally - not right aligned. Do not justify text.

Helvetica

Helvetica Bold

*Helvetica Oblique*

## Primary palette



### askmyGP blue

HTML #44ABC5  
R68 G171 B197  
C69 M12 Y19 K0

### askmyGP orange

HTML #F39451  
R243 G148 B 81  
C0 M51 Y72 K0

### askmyGP white

HTML #FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

## Second & Third blue palette



### Second blue

HTML #156284  
R21 G98 B132



### Third blue

HTML #1A72A0  
R26 G114 B160

## Supporting palette



### 75% blue

HTML #73C0D4  
R115 G192 B212



### 50% blue

HTML #A1D5E2  
R161 G213 B226



### 75% orange

HTML #F6AF7D  
R246 G175 B125



### 50% orange

HTML #F9C9A8  
R249 G201 B168

## Neutral palette (web safe)



Very Dark Grey  
75% RGB Black  
HTML #404040  
R64 G64 B64



Mid Grey  
50% RGB Black  
HTML #7F7F7F  
R127 G127 B127



Light Grey  
35% RGB Black  
HTML #A6A6A6  
R166 G166 B166



Pale Grey  
15% RGB Black  
HTML #D9D9D9  
R217 G217 B217



Black  
HTML #000000  
R0 G0 B0