

## PRIMARY LOGO



Min logo width **40mm / 100px**

## CLEAR SPACE

The logo should have clear space around when used at all times. The space can be calculated from the height of 'DIAMOND ROCKS' in the identity (X) with a space of 2X to be used all around.

## SECONDARY LOGO, NEGATIVE USE + ICON



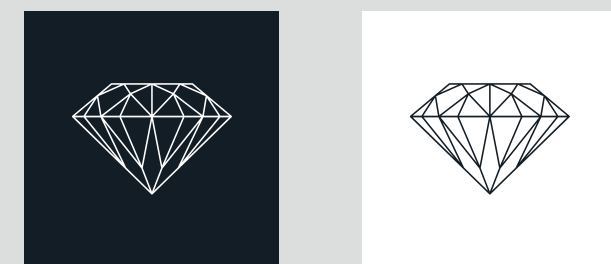
## FURTHER LOGO USE

The stacked secondary version of the logo should only be used when space is limited and the primary logo doesn't fit comfortably.

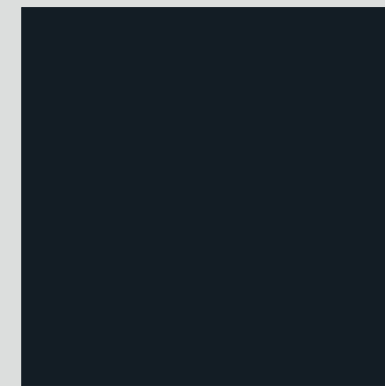
Either logo may be used over black, aqua, emerald in white and can be used over subtle textures and low contrast backgrounds as long as the logo remains easily legible.

**Min logo size:** 20mm or 50px high

The icon is reserved for very small use only

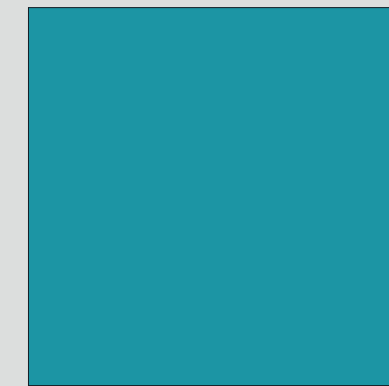


## COLOUR PALETTE



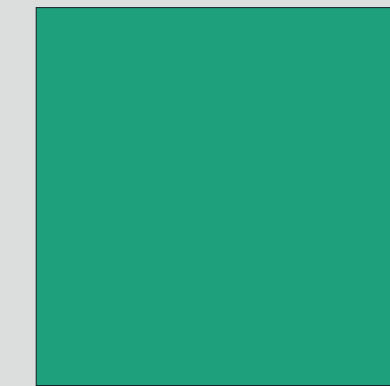
### BLACK

CMYK 87.67.57.72  
RGB 33.37.41  
WEB #212529



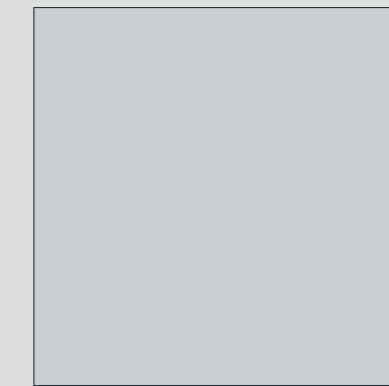
### AQUA

CMYK 80.21.31.4  
RGB 0.146.166  
WEB #0092A6



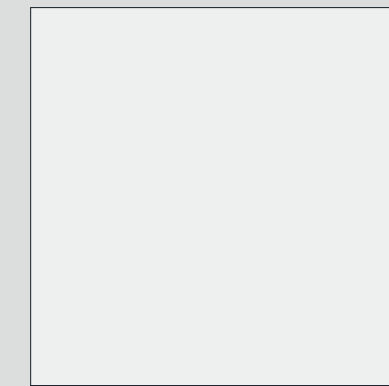
### EMERALD

CMYK 81.13.66.1  
RGB 0.154.116  
WEB #009A74



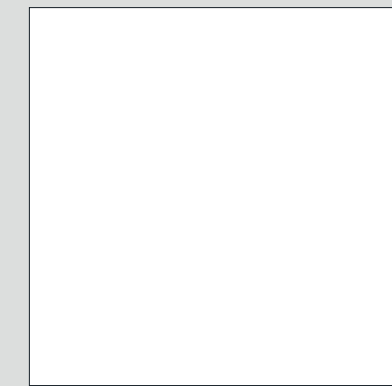
### SILVER

CMYK 19.13.13.0  
RGB 214.215.218  
WEB #D6D7DA



### PLATINUM

CMYK 5.4.4.0  
RGB 244.244.245  
WEB #F4F4F5



### WHITE

CMYK 0.0.0.0  
RGB 255.255.255  
WEB #FFFFFF

## HEADLINE TYPEFACE

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqrs  
tuvwxyz

0123456789

### LUXIA REGULAR

**Size:** 24pt and above  
**Tracking:** 150pt

## SECONDARY TYPEFACE

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz  
0123456789

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcdefghijklmnopqrstu vwxyz**

**0123456789**

### ROBOTO LIGHT / BOLD

**Size:** Below 24pt      **Leading:** Font size +30% (e.g. font size 10pt has 13pt leading)  
**Tracking:** 0-50pt