



Logo brand guidelines for Mentor Water Experts

Brand Guidelines

@2024

1 The Mentor Water logo



2 The Small Mentor Water Logo



Clear Space



 Save area

Logo Usage



Logo Misuse



Logo on Background





Primary & Secondary colour

Colour palette codes

RGB : 177, 149, 124
CMYK : 0.00, 0.16, 0.30, 0.31

#20C0D5

A color palette for the hex code #20C0D5. It features a large teal square at the top, and below it, three smaller squares of varying shades of teal: a medium teal, a light teal, and a very light teal.

RGB : 25, 46, 50
CMYK : 0.50, 0.08, 0.00, 0.80

#244570

A color palette for the hex code #244570. It features a large dark blue square at the top, and below it, three smaller squares of varying shades of blue: a medium blue, a light blue, and a very light blue.



Primary & Secondary fonts

Primary

Montserrat

ABCDEFGHIJKLMNO P Q

RSTUVQYZ

abcdefghijklmnopqrstuvwxyz

Secondary

Montserrat

ABCDEFGHIJKLMNO P Q

RSTUVQYZ

abcdefghijklmnopqrstuvwxyz