# THE central
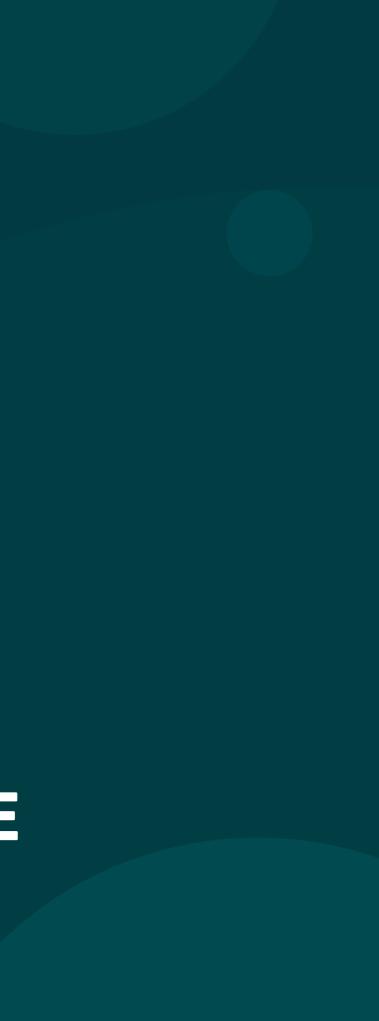
# STYLE GUIDE

COMPILED BY CREATIVE CANARY

V1.240716

# NOTICE

Welcome to The Central Style Guide. This document is essential for ensuring our brand elements, including logos, artworks, and other branding materials, are used appropriately. Our brand reflects our identity and values; thus, it's vital to adhere to the following guidelines to maintain its integrity.

Prior written consent is required for the use of any branding elements. Unauthorised reproduction, alteration, or use of these elements is strictly forbidden and may lead to legal consequences. These guidelines are in place to ensure our brand is represented consistently and professionally across all mediums.

Should you wish to create new designs incorporating The Central's branding, please submit these to our Head Office for approval. Include detailed information about the design and its intended use to facilitate the review process.

Submissions and requests for consent to use brand elements should be sent to info@bdeg.au. Our team will review your proposal and respond as promptly as possible.

By following these guidelines, you help ensure The Central's brand is portrayed in a unified and professional manner. For any questions or further clarification, please contact our brand management team.

We appreciate your cooperation in upholding the quality and integrity of our brand.

THE
**central**

THE
**central**

THE
**central**

Note: Use this when the full circle logo cannot be accommodated due to space constraints.

THE
**central**
@ BUTLER

NB: Only to be used on building once to reflect trading name.

our pub
*your way*

our pub
*your way*

# FONTS

## font 1

**THE CENTRAL: MAIN**

Chillax | Weight: Black | lowercase

https://www.fontshare.com/fonts/chillax

## FONT 2

**SUB/PRE HEADING**

Bicyclette | Weight: Regular | UPPERCASE

https://fonts.adobe.com/fonts/bicyclette

## Font 3

**CALL-TO-ACTIONS**

Amithen | Weight: Regular | lowercase

https://www.myfonts.com/collections/amithen-font-dhanstudio

## Body 1

**BODY COPY**

Public Sans | Pulications/Web

https://fonts.google.com/specimen/Public+Sans

## Body Alt

**BODY ALT**

Verdana | Alternate

When Public Sans is unavailable | Default font

**PRIMARY TEAL**

| | | | |
|---|---|---|---|
| **C** | 100 | **R** | 0 |
| **M** | 45 | **G** | 98 |
| **Y** | 55 | **B** | 103 |
| **K** | 20 | **#** | 006267 |

**SECONDARY TEAL**

| | | | |
|---|---|---|---|
| **C** | 93 | **R** | 1 |
| **M** | 59 | **G** | 59 |
| **Y** | 58 | **B** | 65 |
| **K** | 50 | **#** | 013b41 |

**TERTIARY TEAL**

| | | | |
|---|---|---|---|
| **C** | 75 | **R** | 35 |
| **M** | 5 | **G** | 176 |
| **Y** | 50 | **B** | 153 |
| **K** | 0 | **#** | 23b099 |

**BLACK**

| | | | |
|---|---|---|---|
| **C** | 50 | **R** | 0 |
| **M** | 25 | **G** | 3 |
| **Y** | 25 | **B** | 11 |
| **K** | 100 | **#** | 00030b |

# BACKGROUND DEVICE

THE
**central**

**Manager's Name**
TITLE HERE

gm.suburb@centralat.com.au
(08) 9123 4567 | 0400 000 000
123 Address St, Suburb WA 6000

**centralat.com.au**

THE
**central**

*our pub*
*your way*

## CONTACT

Should you need particular files or have questions about using The Central branding, please reach out.

**Creative Canary**
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