SUPER MUM

BRAND GUIDELINES 2022

ABOUT THIS GUIDE

This guide gives you a quick overview of the most important parts of our brand to help get you up and running quickly. It's by no means exhaustive and a comprehensive Brand Guidelines document

WHAT'S IN A BRAND?

A brand is much more than just a logo (although that's arguably the most important part!). It's the combination of all the elements that identify who we are as a company in the marketplace, including (but definitely not limited to) use of colour, typography, graphics, imagery, as well as the language and tone of voice we use in our marketing and communications. To make the most of our brand, we need to use all these elements carefully and consistently. A consistent brand is a strong brand. And strong brands build business.

PRIMARY LOGO

The primary logo is the main version of the logo. It represents the company as a whole and is also used for all Residential Sales marketing and communications.

SUPER MUM

EVERY MUM NEEDS A SIDEKICK

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PRIMARY LOGO ON DARK BACKGROUND

There are several versions of the Super Mum Logo to suit almost any purpose, but there's an order of preference for how these versions are used, as shown here.
Sometimes the logo needs to sit on a dark background. If that's the case, you can use the versions shown here:

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SECONDARY LOGO

In cases where using the primary logo isn't appropriate e.g. the logo doesn't fit, a secondary version of the logo can be used.

Here is the secondary logo on both the primary white background and the dark blue background.

OTHER VARIATIONS OF THE LOGO

Brand elements are available as below. These elements can be used on signage, marketing material, social icons, ads, videos etc. These elements can be used in any of the brand colours or reversed out in white as needed.

The brand icon can be isolated in a circle as seen here that can be used as a web logo.

Occasionally, the logo needs to be printed on an item where colour reproduction isn't available or possible. You can then use the black and white versions of the logo shown here. Note that black and white logos are never used on websites, video or for any other digital purposes.

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BRAND COLOUR PALETTE

To ensure a consistent and recognisable look for all Super Mum marketing and communications, it's important that our brand colours are used and reproduced correctly. This page gives you the technical specifications for our brand colours.
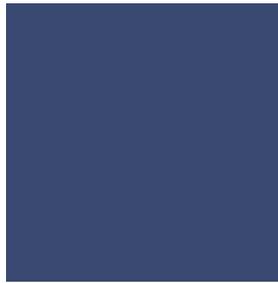
SUPER MUM BLUE

#3B4971
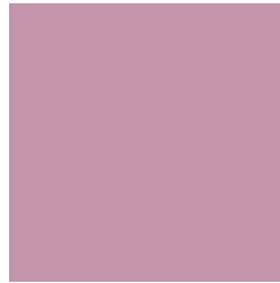
SUPER MUM PINK

#C495AA

SUPER MUM WHITE

#FFFFFF

During times where a larger range of colours are needed the follow colours can be used alongside the brand colours.

SUPER MUM
DARK BLUE

#2E3D5E

SUPER MUM
BABY PINK

#E5D1DC
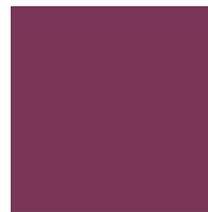
SUPER MUM
PURPLE

#7A3856

BRAND TYPEFACES

To ensure a consistent and recognisable look for all Super Mum marketing and communications, we use the following fonts:

Raleway Extra Light as our main heading font.

Montserrat Thin as a secondary or sub heading font.

Montserrat Regular will be used as a body text font.

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SUPER MUM SUPER MUM SUPER MUM

Super Mum Super Mum.

RALEWAY EXTRA LIGHT
MONTSERRAT THIN

Montserrat Regular

SUPER MUM
SUPER MUM SUPER MUM SUPER MUM

Super Mum Super Mum.

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