

Cultiv8tiv

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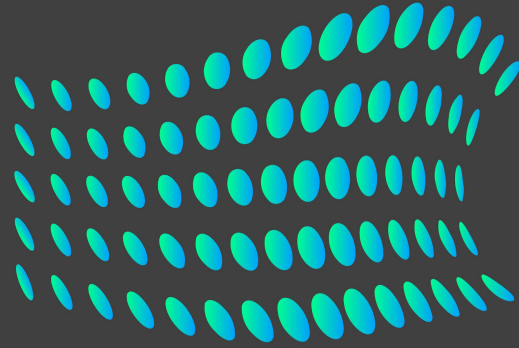
Brand Guidelines V1.1

Welcome to Cultiv8tiv,

We help Senior Leaders and Consultants to understand the organisational culture they have to build the culture they want.

Through anonymous assessment and AI we quantify the strength of an organisation's culture, provide detailed analysis and actionable insights across 12 key areas.

THE NAME



Cultiv8tiv

The Name, Cultiv8tiv, reflects the process of cultivating cultures. The process by which an organisation strives towards harnessing the power of their people so together they can do amazing things.

THE LOGO



The logo itself showcases the component parts of an organisation's culture, how it lives and breathes and has the potential to be awesome. The vibrant colours show the passion and energy that we have towards the importance of organisational culture.

Cultiv8tiv should be shown as per the logo- a capital C then the rest in lower case. Try to avoid using CAPITALS for the brand name

LOGO VERSIONS



Our full-color logo is our primary colorway - but only use it when displaying the logo on a dark grey background or other colour that will see the logo pop!

When displaying the logo on a photo or colored background, use the white or black version.



LOGO USAGE



Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



COLOURS

rgb(64, 64, 64)
hsl(0, 0%, 25%)
#404040

rgb(0, 207, 200)
hsl(178, 100%, 41%)
#00cfc8

rgb(89, 89, 89)
hsl(0, 0%, 35%)
#595959

rgb(0, 188, 222)
hsl(189, 100%, 44%)
#00bcde

rgb(38, 38, 38)
hsl(0, 0%, 15%)
#262626

rgb(3, 255, 246)
hsl(178, 100%, 51%)
#03fff6

rgb(0, 156, 151)
hsl(178, 100%, 31%)
#009c97

rgb(0, 164, 251)
hsl(201, 100%, 49%)
00a4fb

Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.

TYPOGRAPHY



Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Lato/ Arial Bold

Secondary Header Text

Lato/ Arial

Slogan Text

Lato/ Arial