



1.0

Colour

2.0

Typography

3.0

Logo

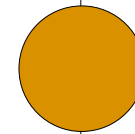
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COLOUR PALETTE

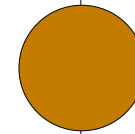
1.1 Brand Colours

Our brand is underpinned with a colour palette designed to be bold, modern and distinctive. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

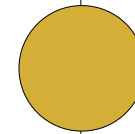
Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.



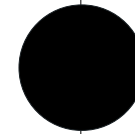
HARVEST GOLD



MUSTARD BROWN



METALLIC GOLD



BLACK

#DA9100

#C37C00

#D4AF37

#000000

Sen



30 YEARS OF PASSION

Holding ourselves to a higher standard
of authenticity since 1994.



TYPOGRAPHY

Tokyo Geisha

Raleway

01 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

02 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&'()*
ÆÇÈÉØËΒάæç

Tokyo Geisha

Raleway

Light

Regular

Medium

Bold

Heavy

Alternative Font

Harukaze



A	B	C	D	E	F	G						
H	I	J	K	L	M	N						
O	P	Q	R	S	T							
U	V	W	X	Y	Z							
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9			



Typography



Instagram

Twitter

Facebook



Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed.

The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), as well as adjusting the space between pairs of letters (kerning)

ALTERNATIVE



LOGO DESIGN

Brand Logo

Our logo is an important asset to our organisation and should serve as a foundation for all visual communications.

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.

The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.



LOGO HARVEST GOLD



LOGO BLACK



LOGO METALLIC GOLD



LOGO WHITE

Alternative Logo

Our logo is an important asset to our organisation and should serve as a foundation for all visual communications.

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.

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SEN 30 YEARS LOGO HARVEST GOLD



SEN 30 YEARS LOGO HARVEST GOLD



SEN CATERED AFFAIRS LOGO



SEN CATERED AFFAIRS LOGO



Ren



Sen







Open