

## Logo

There are three versions of the Mummy's Star logo that are used for marketing, communication and merchandise.

White on blue (no tagline)



White on blue (with tagline)



Blue on transparent background (no tagline)



Please give the appropriate space around each logo (A=4mm) at any given time of use. This space will enable the logo to maintain clarity and legibility.

## Colours

We have three corporate colours that are used in our brand. Our main colour is Mummy's Star Blue (Pantone 2735 C), secondary is white and lastly black.

Blue



Print  
Web

C:98 M:100 Y:0 K:2  
R:31 G:5 B:60

White



C:0 M:0 Y:0 K:0  
R:255 G:255 B:255

Black



C:0 M:0 Y:0 K:100  
R:0 G:0 B:0

## Fonts

We have 2 corporate fonts that are used in our brand. Our title font face is Pencil Pete and secondary font is Myriad Pro.

Pencil Pete

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Myriad Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

We recommend that you refer to the full brand guides if you develop marketing communications. Please contact Mummy's Star at [info@mummysstar.org](mailto:info@mummysstar.org) for further details.