



# Celebrating the heroes of culture change.

The Culture Pioneers Awards recognises the most driven and innovative people professionals shaping company culture.

Brand update 2022, V01



# Logos

Culture Pioneers has two different logos that are used in differing circumstances.

The primary logo is used on all general material where it needs to represent the brand as a whole.

The awards logo changes by year and is used only for awards based material.



**Culture  
Pioneers**



**Culture  
Pioneer  
Awards 2022**

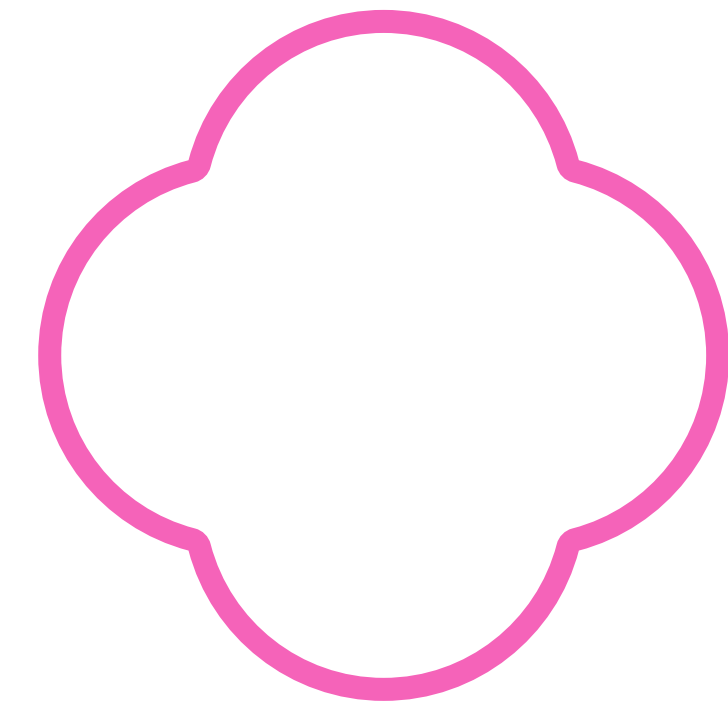
# Iconography

The award categories are each represented by their own icon. In total we have four categories for 2022. Three are continued from 2021 and one, company culture, is new.

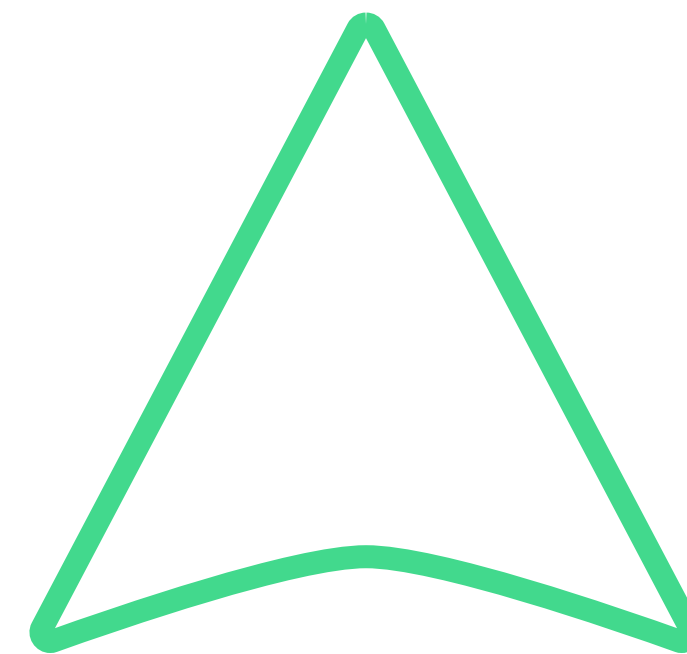
The icons should only be used to represent their intended category.



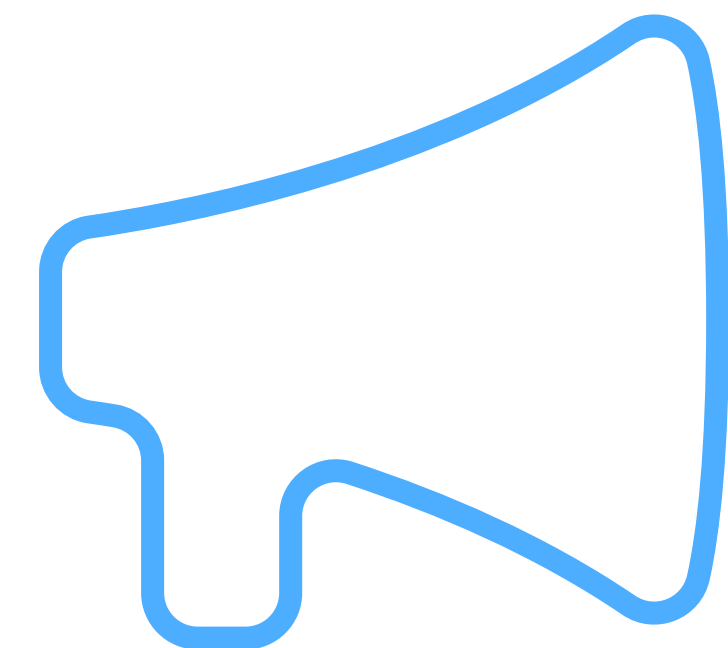
**Wellbeing**



**Inclusion**



**Learning**



**Brand**

# Colours

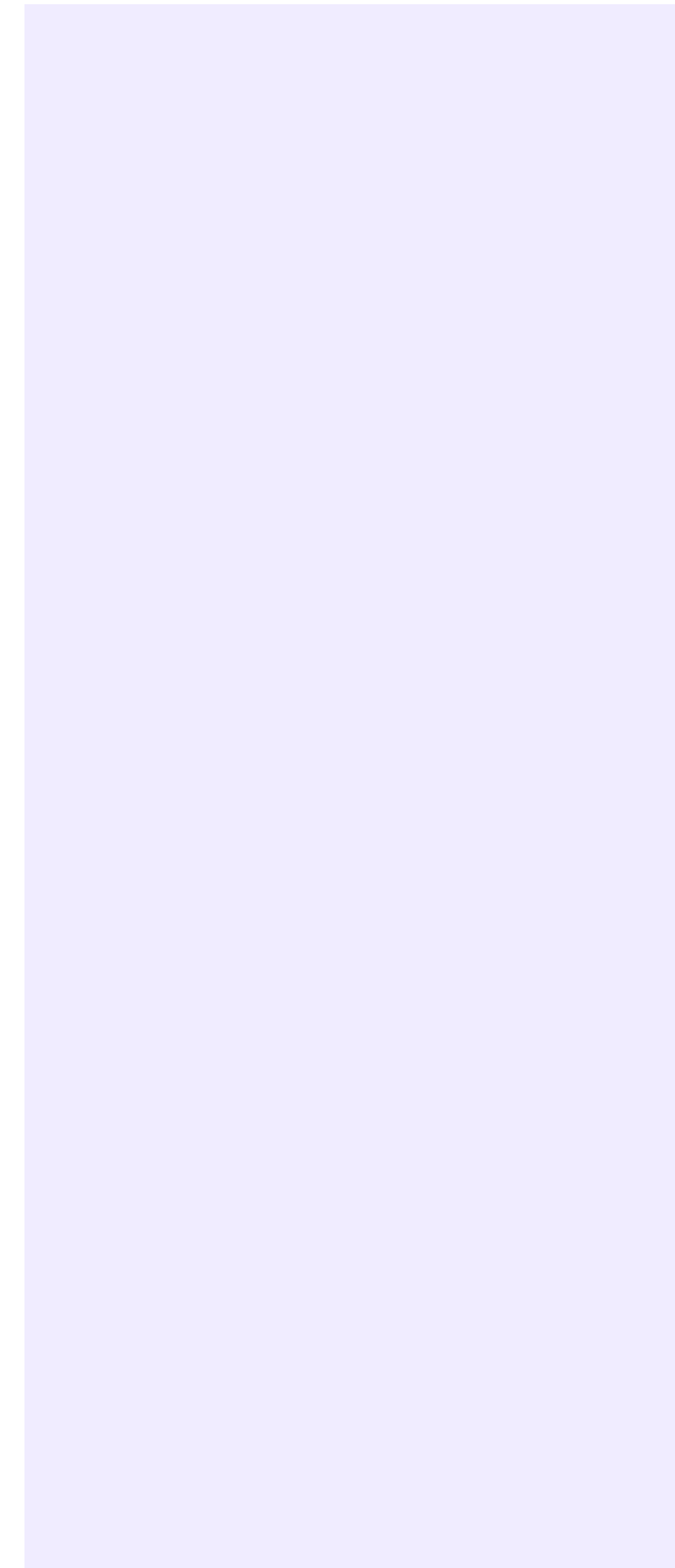
These colours represent the main palette for the Culture Pioneers brand in 2022.

Purple is used as the primary with lighter shades to add variation to layouts and designs.

Yellow is to be used sparingly for highlights and to draw attention to specific parts of the design.



Primary Purple  
#382480



Light Purple  
#EFEBFF



Secondary Yellow  
#FFB161



Tertiary Pink  
#F563B9

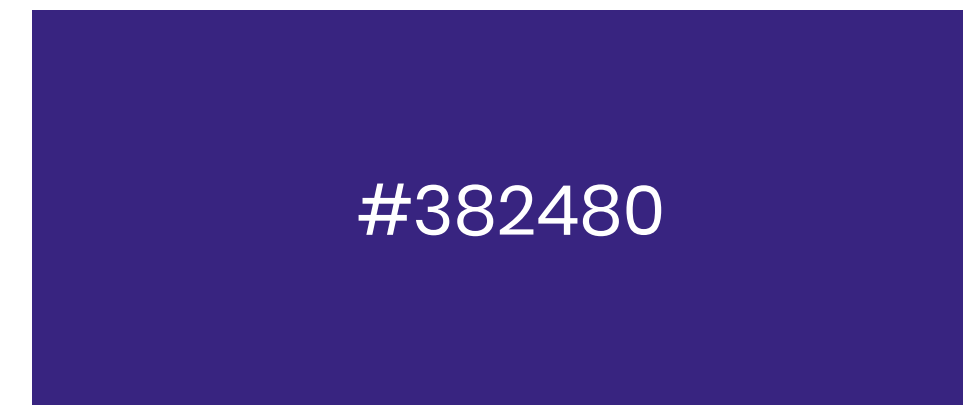
# Colours

These colours represent the main extended for the Culture Pioneers brand in 2022.

Purple should still be used as the primary, with the different shades used for artworking.

The additional colours should be used sparingly, and to mainly just represent their individual category.

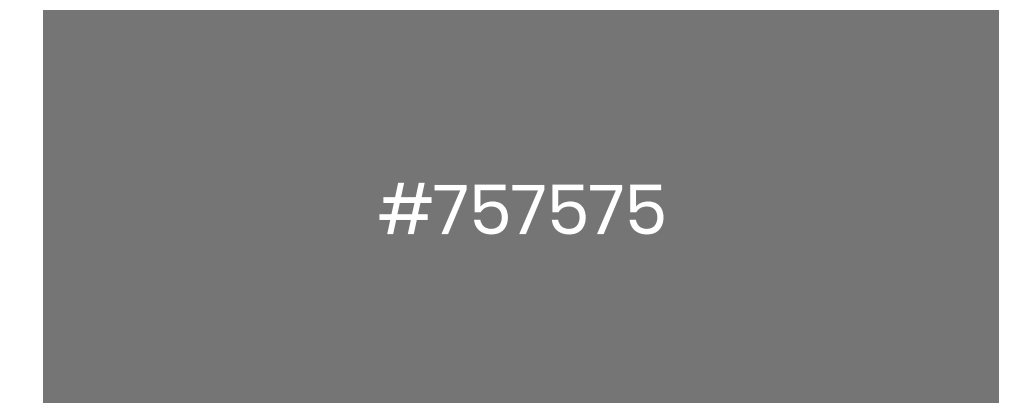
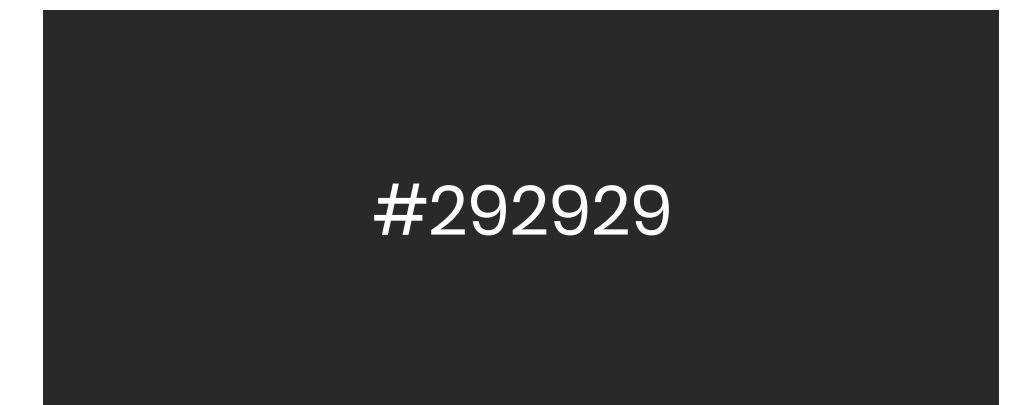
Neutrals are used for text and backgrounds only.



Purple Artworking



Category Colours



Neutrals

# Pattern

Culture Pioneers 2022 uses the same brand pattern as in 2021. This is a grid of icons representing the different categories and other aspects of company culture.

The pattern is to only be used in the artwork in purple colours and is used primarily to add a subtle pattern to a background.

A gradient can be used to fade out the pattern to allow content to sit unobstructed on top.



# Photography

Frames can be used to contain photography. These have been simplified from 2021 to just be squares or rectangles with rounded corners.

A segment of the brand pattern can be used to add some flair to images. But must always retain it's grid formation.

The brand icons can be used more freely to add extra flair to images. But do not over use. They should also only use the purple artworking colour.

Drop shadows are also used on frames to lift them slightly from the background. The shadow should be subtle.



# Illustration

The category icons can also be used as an illustrative element. Either to represent individual categories or the Culture Pioneers in general.

The icons should be used at a large scale and only be used a few at a time.

Keep category icons to their specific colours, and mix in some artworking purples.





# Typography

Culture Pioneers uses one font family, Poppins, in two weights, semibold and regular.

Semibold should be used for headings and regular should be used for body copy and all other text.

Bold can be used sparingly to highlight key bits of text.

Links should be underlined.

**Poppins Semibold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Poppins Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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