



# Typography & Colours

Last updated: December 2025

## Brand Colours

Our colour palette reflects our commitment to recycling, regeneration, and responsible waste management.

Cora Green and Deep Teal are our primary brand colours. They lead our visual identity and should be used most prominently across key brand applications.

Purple, Earth Blue are our secondary colours. They support the primary palette by adding variety and helping create balance. Use them to bring flexibility to layouts.

### Cora Green

C52 M0 Y72 K0  
PMS 7487 C  
R111 G216 B93  
HEX #6fd85d

### Purple

C61 M83 Y0 K0  
PMS 2088  
R117 G97 B200  
HEX #7561c8

### Earth Blue

C95 M25 Y0 K0  
PMS 7461  
R00 G119 B191  
HEX #0077bf

### Deep Teal

C100 M19 Y10 K72  
PMS 3035 C  
R0 G49 B56  
HEX #003138

### White

C00 M0 Y00 K00  
R255 G255 B255  
HEX #ffffff

## Colour Tints

Our colour palette is available in tint variations (from 100% to 10%) for added flexibility.

These tints can be used across internal document layouts, presentation slides, website, colour modules, infographics.

### Cora Green

100%

#93e285

75%

#b7ebae

50%

#dbf5d6

25%

#f1fbef

10%

### Purple

100%

#9788d6

75%

#bab0e3

50%

#dcd7f1

25%

#f1eff9

10%

### Deep Teal

100%

#40646a

75%

#80989b

50%

#bfcbbd

25%

#e5eae3

10%

### Earth Blue

100%

#4099cf

75%

#80bbdf

50%

#bfddef

25%

#e5f1f9

10%

## Text Colour Pairings

When paired correctly, our colour palette is AA compliant by digital standards meaning we can achieve optimum legibility of text on screen.

Shown here are our favoured colour pairings for the brand, be it digital or print applications.

Heading in Deep Teal  
on Cora Green

Body copy in Deep Teal

White text is for Large  
Headings Only

Ab

Heading in Cora Green  
on Deep Teal

Body copy in Cora Green or  
Body copy in White

Heading in Deep Teal  
on White

Body copy in Deep Teal

Heading in White on Purple

Body copy in White

Heading in White on Earth Blue

Body copy in White

## Brand Font (Primary)

Our brand font is Sora. A modern, geometric sans-serif typeface that feels clear, confident, and friendly.

We primarily use Regular, Semibold and Bold weights to maintain consistency and ensure readability across all communication.

# Our brand font is Sora.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Regular  
Semibold  
Bold

## Typography Typesetting

When laying out a document, type should always be clear and legible to allow for the optimum presentation of information.

Shown here is an example, along with the technical specifications for typesetting our brand typeface.

Our brand font, Sora, can be downloaded from:

<https://fonts.google.com/specimen/Sora>

### Typography basic rules

- Use Sora Regular as the 'hero' font for headlines and titles
- Sora Regular or Semibold for pull quotes or supporting copy
- Sora Bold for subheadings
- Sora Semibold for body headings
- Sora Regular for body copy

# One world is all we share.

### HERO HEADLINE

Sora Regular  
Leading: 110% of point size  
Kerning: Optical  
Tracking: -30

Regular and Semibold of Sora font  
may also be used for things like titles and  
pull quotes and lorem ipsum dolor sitar.

### TITLES / QUOTES / HERO STATEMENTS

Sora Regular  
Sora Semibold  
Leading: 110% of point size  
Kerning: Optical  
Tracking: -20

## Subheading

### TITLES / QUOTES / HERO STATEMENTS

Sora Bold  
Leading: 110% of point size  
Kerning: Optical  
Tracking: -20

### Body heading

The font Sora Regular should be used for body copy. The SemiBold weight should be used for body headings. Evelentia pliquidentio est acest ea dit, sincit paria corese endae sincto quis res sitassi nusam, to eum laborep erspitemus magnis asperchil et et eos eum qui odis dolest es dolendanis expellor aliqui autatur ati occullist, tor magnis asi vitis simin pos is re officii stibus entiore stiatem quibus.

### Body heading

The font SoraRegular should be used for body copy. The SemiBold weight should be used for body headings. Evelentia pliquidentio est acest ea dit, sincit paria corese endae sincto quis res sitassi nusam, to eum laborep erspitemus magnis asperchil et et eos eum qui odis dolest es dolendanis expellor aliqui autatur ati occullist, tor magnis asi vitis simin pos is re officii stibus entiore stiatem quibus.

### BODY HEADINGS / BODY COPY

Sora Semibold  
Sora Regular  
Leading: 110% of point size  
Kerning: Optical  
Tracking: -20

## System Font

Arial should be used as the system font.

Arial is a widely available system font and ensures consistency across internal documents, emails, and platforms where custom fonts cannot be embedded or supported.

Please note, however, that our brand fonts always take precedence and should be sourced and encouraged for use on any brand application where possible.

# Arial Regular

# **Arial Bold**

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SYSTEM FONT  
Arial



Rethink Waste,  
Shape the Future.

