





# BRAND GUIDELINE SHEET

<p><b>PRIMARY LOGO</b></p>  <p><b>USAGE:</b> This should be used first if space allows for it. Use it on websites, footers, stationery, signage etc.</p>	<p><b>SECONDARY LOGO</b></p>  <p><b>USAGE:</b> For when the primary logo doesn't fit in the required space. Use on websites, printed materials and larger elements.</p>	<p><b>SUBMARK LOGO</b></p>  <p><b>USAGE:</b> For when the primary logo doesn't fit in the required space. Use on websites &amp; printed materials.</p>	<p><b>LOGO MARK</b></p>  <p><b>USAGE:</b> Social media profile pictures, stamps, favicon etc. Use this when your other variations simply won't fit.</p>
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**COLOUR PALETTE**

**CMYK:** They are the colours used in printed materials.


**RGB:** This is used on-screen and for web design.

**HEX Code:** This colour code is used on-screen and for web design.

	<p><b>PRIMARY COLOR</b></p> <p>CMYK C: 71 M: 55 Y: 70 K: 53          RGB R: 52 G: 62 B: 52          HEX # 343E34</p>	<p><b>SECONDARY COLOR</b></p> <p>CMYK C: 33 M: 95 Y: 83 K: 47          RGB R: 107 G: 24 B: 29          HEX # 6B181D</p>	<p><b>SECONDARY COLOR</b></p> <p>CMYK C: 12 M: 20 Y: 34 K: 0          RGB R: 224 G: 199 B: 169          HEX # E0C7A9</p>
		<p><b>SECONDARY COLOR</b></p> <p>CMYK C: 5 M: 5 Y: 10 K: 0          RGB R: 240 G: 236 B: 226          HEX # F0ECE2</p>	<p><b>SECONDARY COLOR</b></p> <p>CMYK C: 53 M: 45 Y: 69 K: 22          RGB R: 113 G: 109 B: 82          HEX # 716D52</p>

**BRAND ASSETS**

Illustrations can be used on their own or as a pattern swatch. Use this on websites, stationery, packaging, printed materials, social posts etc.



<p><b>PRIMARY FONT</b></p> <p><b>BODONI 72</b></p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ          ABCDEFGHIJKLMNOPQRSTUVWXYZ</p>	<p><b>SECONDARY FONT</b></p> <p>FANLSTE</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ          abcdefghijklmnop          qrstuvwxyz</p>	<p><b>COMPLEMENTARY FONT</b></p> <p><i>Brittany Signature</i></p> <p>ABCDEFGHIJKLMN          OPQRSTUVWXYZ          abcdefghijklmno          pqrstuvwxyz</p>
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