Garfield Weston Foundation

Brand Guidelines
1st August 2012

1.0
Logo

The Garfield Weston logo is our most important identity element. It appears on almost everything we do and we need to ensure it is presented in a consistent way.

Logo use
Logo master lock-up
When using the master logo it must always be used as a lock-up of two elements, as shown here.

The two elements are:
- The logotype
- The logomark

This lock-up is available as an artwork file and should never be re-created or altered.

Please do not change the relationship between the elements. These are also fixed, as shown here.

Logo use
The exclusion zone
This creates an area of clear space around the logo lock-up that protects its legibility from other graphic elements.

The exclusion zone, marked with a grey dashed line is measured using the height of the 'W', indicated in grey.

Logo use
Logo mark
The logo mark can be used separately for effect and emphasis. However, it must be used as a featured brand element.

2.0
Typography

The Garfield Weston Foundation typeface family is Calisto, with support font Franklin Gothic. When designing for the web, Georgia and Arial are used as the default font in HTML text. No other typefaces should ever be used in our communications.

Primary Typeface

Calisto
The primary heading font is Calisto. It should be used only for main headings, and used sparingly.

Calisto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£$%^&*()_+{}:"|<>?

Secondary Typeface

Franklin Gothic
It should be used for all body copy and sub-headings.

Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£$%^&*()_+{}:"|<>?

Online Font

For headings the online font is Georgia regular.

For body copy Arial regular is the online font. Arial Bold can be used for highlights and pull-outs.

Use of type weights and colours should follow the same principles as on printed materials.

Georgia and Arial are also used on all internally produced collateral, such as PowerPoint and Word documents.

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789!@£$%^&*()_+{}:"|<>?

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789!@£$%^&*()_+{}:"|<>?

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789!@£$%^&*()_+{}:"|<>?

3.0
Colour

Colour is a vital element of our brand. Its use should be applied consistently throughout our collateral.

3.1
Colour
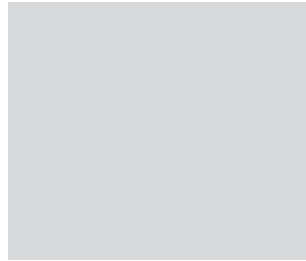RGB = set to sRGB
CMYK = set to FOG39

Brand colours

Primary colours

The primary colour palette consists of blue, black and two greys.

These elements can be used in various combinations on all applications.

Pantone 660
CMYK: C90, M57, Y0, K0
RGB: R2, G108, B182
HEX: #026CB6

Pantone Cool Grey 3
CMYK: C0, M0, Y0, K17
RGB: R224, G224, B224
HEX: #003d79

Pantone Cool Grey 10
CMYK: C0, M2, Y0, K60
RGB: R135, G134, B134
HEX: #878686

Pantone Black
CMYK: C1, M1, Y1, K100
RGB: R0, G0, B0
HEX: #000000

Secondary colours

The secondary colour palette consists of strong primary colours.

These elements should be used sparingly and as individual accents. They should not be used all together.

Pantone 355
CMYK: C94, M0, Y100, K0
RGB: R0, G169, B79
HEX: #00A94F

Pantone 668
CMYK: C65, M64, Y0, K30
RGB: R82, G78, B134
HEX: #524E86

Pantone 1797
CMYK: C0, M100, Y99, K4
RGB: R227, G27, B35
HEX: #E31B23

Pantone Yellow
CMYK: C0, M1, Y100, K0
RGB: R255, G239, B0
HEX: #FFEF00

Pantone 166
CMYK: C0, M64, Y100, K0
RGB: R244, G123, B32
HEX: #F47B20

Pantone 2995
CMYK: C90, M11, Y0, K0
RGB: R0, G164, B228
HEX: #00A4E4

Pantone Hexachrome Magenta
CMYK: C0, M97, Y0, K0
RGB: R237, G28, B143
HEX: #ED1C8F

4.0
Contact

If you have any questions regarding these guidelines, or need any artwork files please contact us.

Thank you.

Philippa Charles
Director

+44 (0) 20 7399 6565
pcharles@garfieldweston.org

www.garfieldweston.org