

swallowfield

brand guidelines











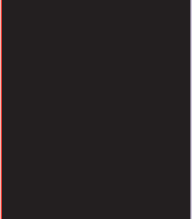




Swallowfield brand guidelines

Logo design

	<p>1. Swallowfield Colour logo for print</p> <p>File name: Swallowfield Brand Colour - vector for print.eps Print image demensions: 66mm wide by 21mm high (100% of placed file) Minimum print size: 20mm wide by 6.5mm high (30% of placed file) Print runaround: A print runaround of 7mm must be maintained at all times Resolution: 300 dpi</p>
	<p>2. Swallowfield black & white logo for print</p> <p>File name: Swallowfield Brand BW - vector for print.eps Print image demensions: 66mm wide by 21mm high (100% of placed file) Minimum print size: 20mm wide by 6.5mm high (30% of placed file) Print runaround: A print runaround of 7mm must be maintained at all times Resolution: 300 dpi</p>
	<p>3. Swallowfield white outline logo for print (dark background) - for merchandise i.e embroidery or engraving etc.</p> <p>File name: Swallowfield Brand White outline - vector for print.eps Print image demensions: 66mm wide by 21mm high (100% of placed file) Minimum print size: 20mm wide by 6.5mm high (30% of placed file) Print runaround: A print runaround of 7mm must be maintained at all times Resolution: 300 dpi</p>
	<p>3. Swallowfield black outline logo for print (pale background) - for merchandise i.e embroidery or engraving etc.</p> <p>File name: Swallowfield Brand White outline - vector for print.eps Print image demensions: 66mm wide by 21mm high (100% of placed file) Minimum print size: 20mm wide by 6.5mm high (30% of placed file) Print runaround: A print runaround of 7mm must be maintained at all times Resolution: 300 dpi</p>
	<p>4. Swallowfield colour for Word and screen</p> <p>File name: Swallowfield Brand colour - for Word and screen.jpg Print image demensions: 66mm wide by 21.2mm high (100% of placed file) A print runaround of 7mm must be maintained at all times Screen image demensions: 187 pixels wide by 60 pixels high A screen runaround of 10 pixels must be maintained at all times Resolution: 72 dpi</p>
	<p>5. Swallowfield black & white for Word and screen</p> <p>File name: Swallowfield Brand BW - for Word and screen.jpg Print image demensions: 66mm wide by 21.2mm high (100% of placed file) A print runaround of 7mm must be maintained at all times Screen image demensions: 187 pixels wide by 60 pixels high A screen runaround of 10 pixels must be maintained at all times Resolution: 72 dpi</p>

Swallowfield brand guidelines

Brand colours

	<p>Swallowfield grape</p> <p>Opacities:</p> <ul style="list-style-type: none">  100% for text and lines  75% for diagrams  50% for backgrounds  25% for backgrounds 	<p>RGB colour values:</p> <p>R= 70 G= 22 B= 107</p>	<p>CMYK colour values:</p> <p>C= 78 M=100 Y= 0 K= 33</p>	<p>Web safe HEX value: 46166b</p> <p>Pantone paint colour: 269 U for uncoated paper stock 269 C for coated paper stock</p>
	<p>Swallowfield lilac</p> <p>Opacities:</p> <ul style="list-style-type: none">  100% for text and lines  75% for diagrams  50% for backgrounds  25% for backgrounds 	<p>RGB colour values:</p> <p>R= 196 G= 187 B= 213</p>	<p>CMYK colour values:</p> <p>C= 16 M= 20 Y= 0 K= 7</p>	<p>Web safe HEX value: c4bbd5</p> <p>Pantone paint colour: 269 U 20% tint for uncoated paper stock 269 C 20% tint for coated paper stock</p>
	<p>Black and greyscale</p> <p>Opacities:</p> <ul style="list-style-type: none">  100% for text and lines  75% for diagrams  50% for backgrounds  25% for backgrounds 	<p>RGB colour values:</p> <p>R= 3 G= 3 B= 3</p>	<p>CMYK colour values:</p> <p>C= 0 M= 0 Y= 0 K= 100</p>	<p>Web safe HEX value: 030303</p> <p>Pantone paint colour: Pantone Process Black C</p>

Swallowfield brand guidelines

Business card design

Content spec

Logo % of original: 57%

Text inset: 5mm

Font sizes

Name: Century Gothic 9pt

Honours: Century Gothic 6pt

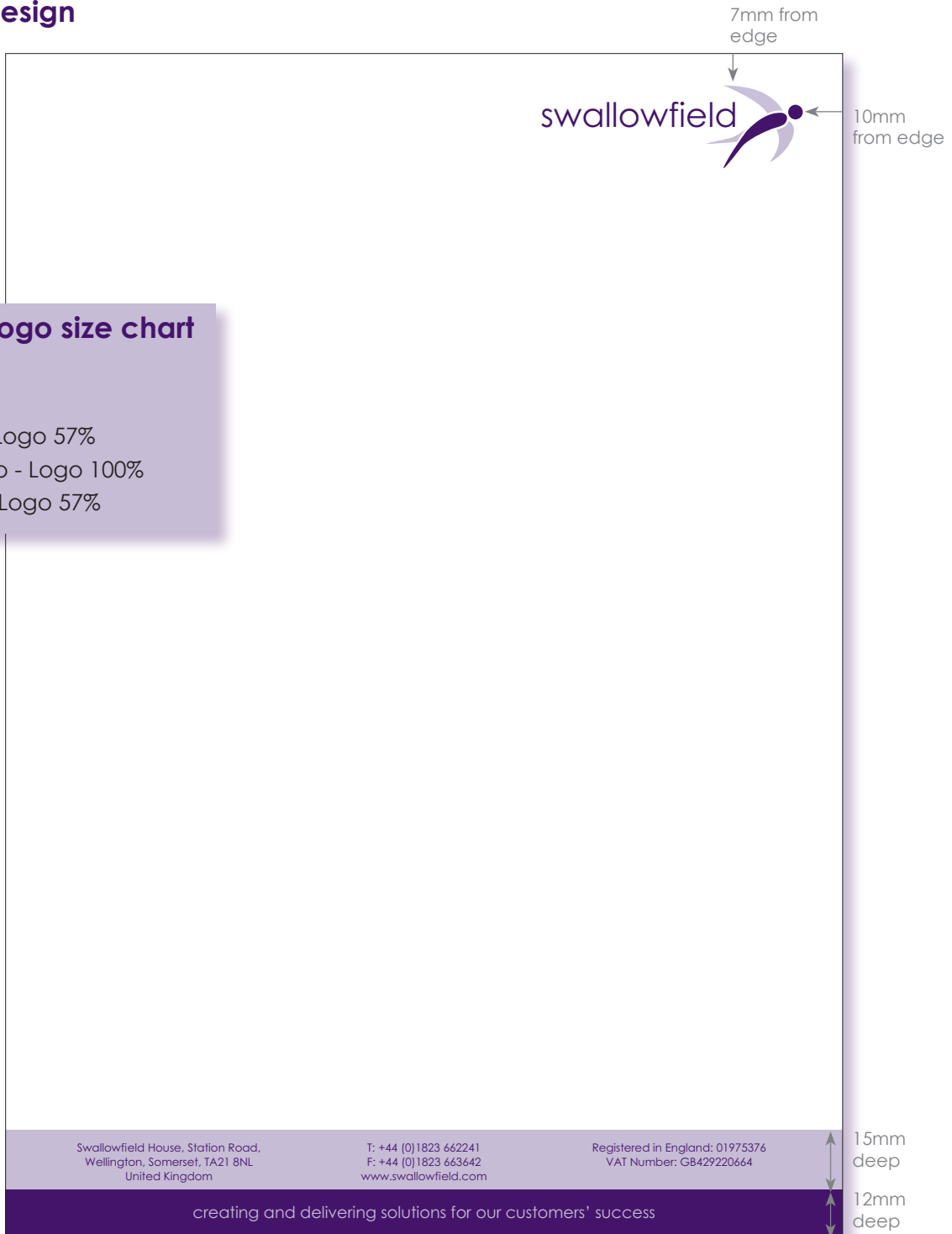
Job title: Century Gothic 7pt

Details: Century Gothic 7pt



Swallowfield brand guidelines

Letterhead design



Swallowfield brand guidelines

Compliment slip design



Paper and logo size chart

- A3 - Logo 157%
- A4 - Logo 100%
- A5 or smaller - Logo 57%
- Compliment slip - Logo 100%
- Business card - Logo 57%

Swallowfield brand guidelines

Label design - Large post label

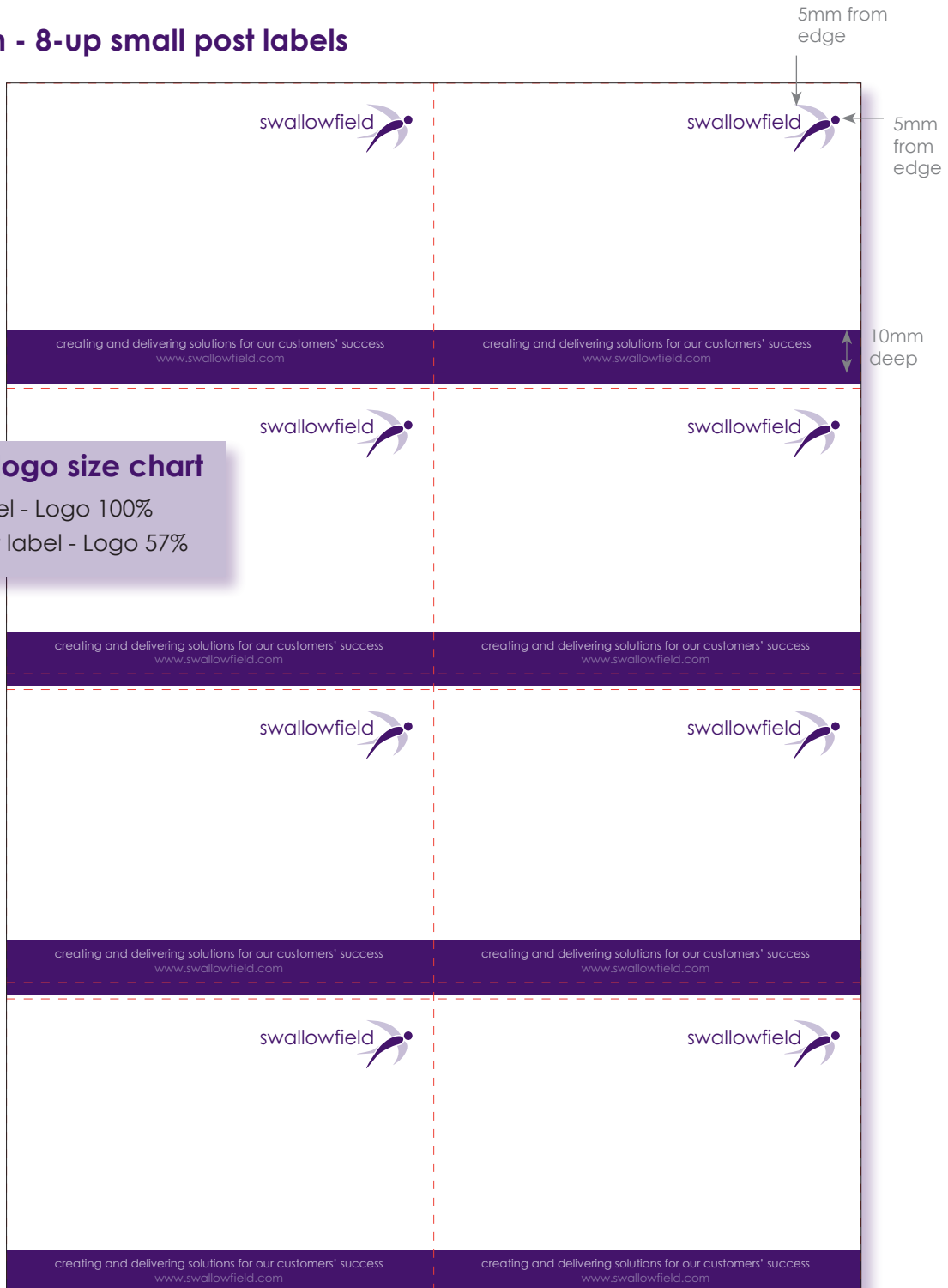


Paper and logo size chart

Large post label - Logo 100%
 8-up small post label - Logo 57%

Swallowfield brand guidelines

Label design - 8-up small post labels




Paper and logo size chart

- Large post label - Logo 100%
- 8-up small post label - Logo 57%

Swallowfield brand guidelines

Style sheets

	<p>Title: Swallowfield logo Font: Century Gothic Font colour: Pantone 269 U Size: 30 point and 25 point Italic: No Bold: No Useage: Publications and marketing materials</p>
<p>Swallowfield Swallowfield</p>	<p>Title: Headline Font: Century Gothic Colours: Pantone 269 U Size: 19 point Italic: No Bold: Optional Useage: Publications and marketing materials</p>
<p>Swallowfield Swallowfield</p>	<p>Title: Sub Headline Font: Century Gothic Colours: Pantone 269 U or Black 100% Size: 13 point Italic: No Bold: Yes Useage: Publications and marketing materials</p>
<p>Swallowfield Swallowfield</p>	<p>Title: Sub Sub Headline Font: Arial Regular Colours: Pantone 269 U or Black 100% Size: 13 point Italic: No Bold: No Useage: Publications and marketing materials</p>
<p>Swallowfield Swallowfield</p>	<p>Title: Body Text 1 Font: Century Gothic Colours: Black or Grey (75% black) Size: 10 point Italic: No Bold: No Useage: Publications and marketing materials</p>
<p>Level 1 (100% of font size) - ● Level 2 (100% of font size) - ● Level 3 (100% of font size) - ► Level 4 (100% of font size) - ► Level 5 (50% of font size) - ►</p>	<p>Title: Bullet points Circle: Wingdings - L (lower case) Triangle: Century Gothic - 'insert symbol command' Colours: Pantone 269 U or Pantone 269 U 20% tint Size: 10 point Italic: No Bold: No Useage: Publications and marketing materials</p>