Castle Green

BRAND TOOLKIT 2016

VERSION 1
WORK IN PROGRESS

Contents

Introduction 2

Logo 3

Logo - Introduction 4
Logo - Stacked logo 5
Logo - Stacked logo white 6
Logo - Horizontal logo 7
Logo - Horizontal logo white 8
Logo - Tail 9
Logo - Minimum and preferred cut-off 10
Logo - Applying logo 11

Colour 12

Colour - Introduction 13
Colour - Primary palette 14
Colour - Secondary palette 15

Typography 16

Typography - Introduction 17
Typography - Primary typeface 18
Typography - Secondary typeface 19
Typography - Arrangement 20
Typography - Arrangement 21
Typography - In-house/shared applications 22

Glossary 23

This toolkit provides a set of easy to follow instructions for use of the Castle Green brand.

It is important that these standards are consistently maintained, no deviation from these standards in any aspect of visual design is permitted.

Logo

A logo is arguably the most important element of a visual identity.

This section introduces the Castle Green brand logo and also a set of standards that will assist you in maintaining a consistent use of the logo in all communications.

Castle Green

HOTEL IN KENDAL

Castle Green stacked logo

Stacked logo

The Castle Green stacked logo is the primary logo and should appear on all communications and design items where possible, for example, print, online material and signage.

Castle Green

HOTEL IN KENDAL

Castle Green stacked logo white

Stacked logo white

The Castle Green solid white stacked logo on the Castle Green Aubergine.

Castle Green

HOTEL IN KENDAL

Castle Green horizontal logo

Horizontal logo

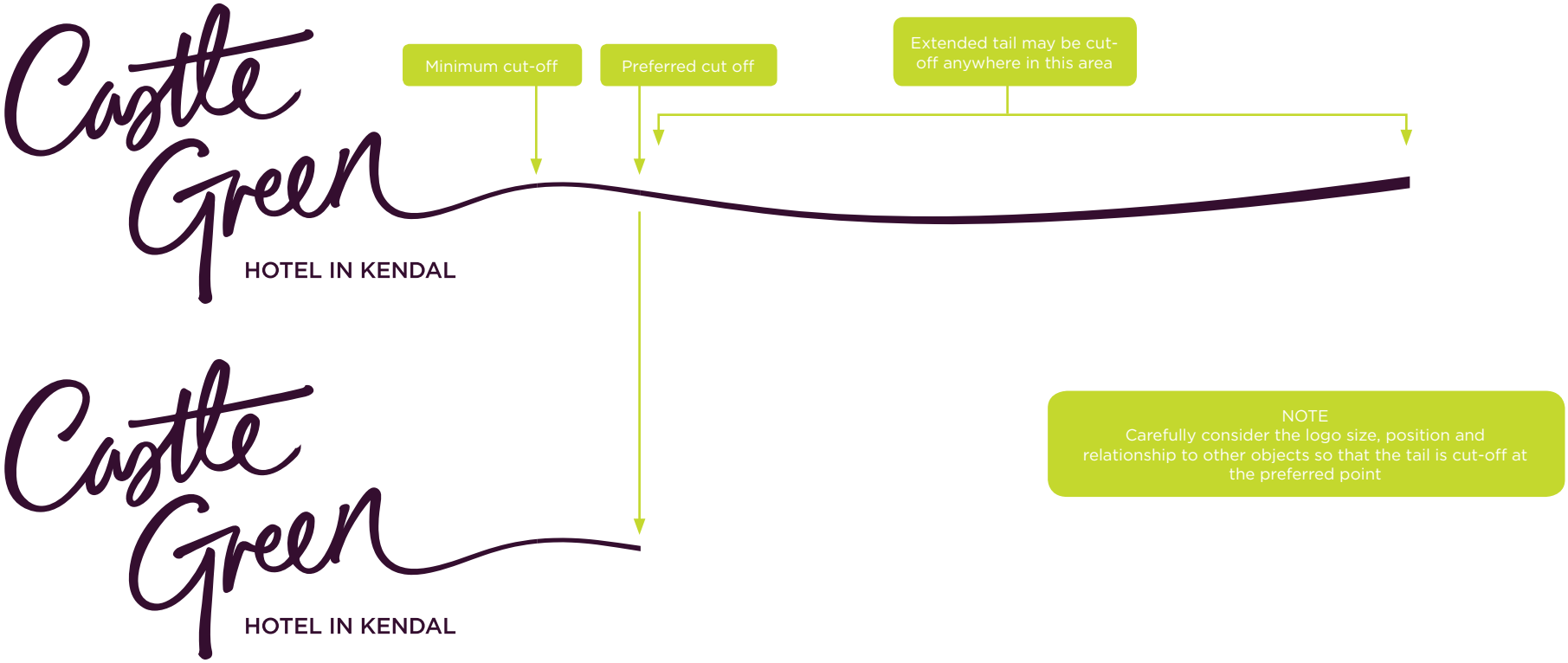
There will be occasions when Castle Green stacked logo cannot be used, for example, where there is not enough space available such as a long thin web banner. In these instances the Castle Green horizontal logo should be used.

Castle Green
HOTEL IN KENDAL

Castle Green horizontal logo

Horizontal logo white

The Castle Green solid white logo on the Castle Green Aubergine.



Tail

One of the defining characters of the Castle Green logo is its tail. The tail is designed to run off the edge of the design item on which it appears – see next page for examples.

How much of the tail shows will depend upon the task at hand, however there is a designated minimum and preferred cut-off point.

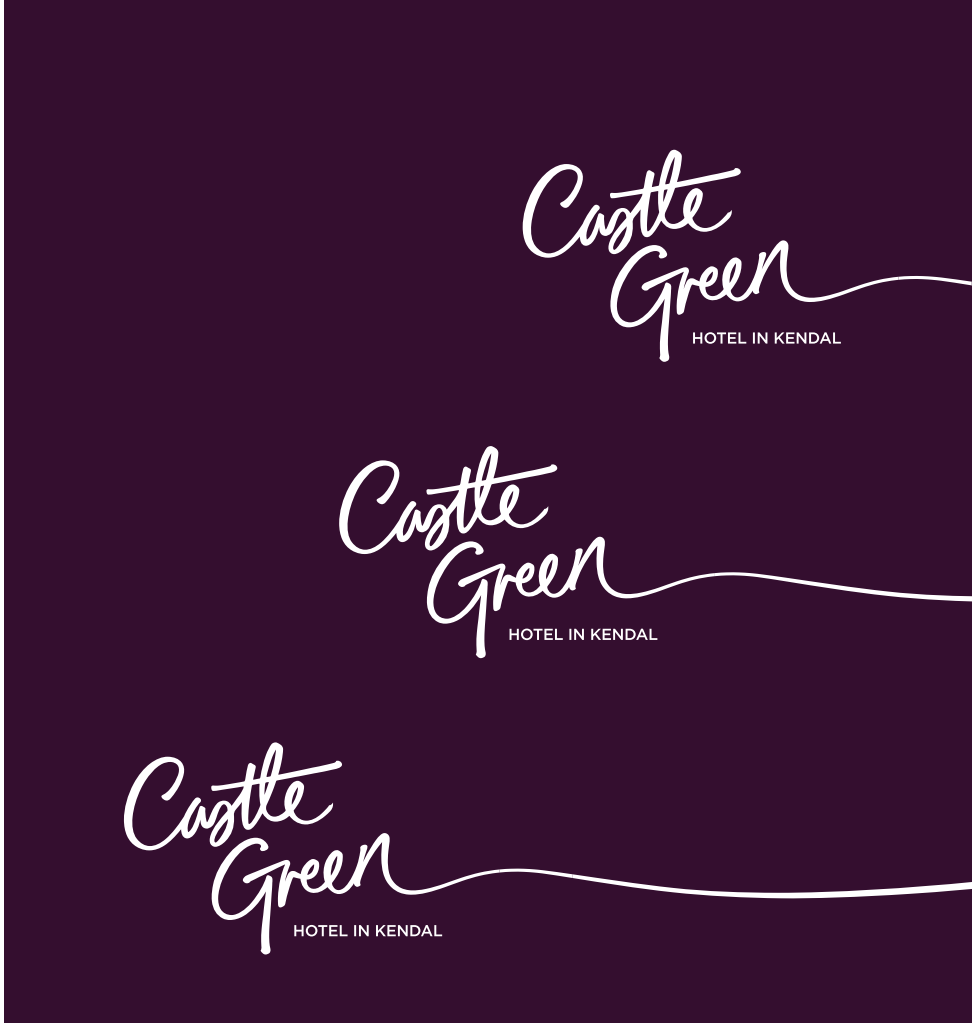
Minimum and preferred cut-off

As a rule the tail should end at the 'preferred' cut-off point, however, there will be instances when this is difficult – when there is little available space. In these situations the tail can be cut-off at the minimum point, but not further (this is important).

Extended tail

The extra length of the extended tail adds more flexibility to the positioning of the logo, there will be occasions where it needs to appear further from the edge of a design item.

The extended tail may be cut-off anywhere in the designated area.



Minimum and preferred cut-off

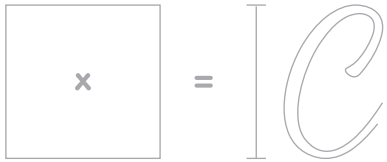
The examples above demonstrate the minimum and preferred cut-off points.

Minimum cut-off – NOTE how 'HOTEL IN KENDAL' does not appear too close to the edge that it is uncomfortable, this is why adhering to the minimum cut-off point is extremely important.

Extended tail example

The example above demonstrates how the extended tail can be comfortably cut-off at various points.

Exclusion zone



38mm

50mm

Applying logo

Arrangement and size of the logo must be carefully considered on all design items.

The logo must always have sufficient space around it and not appear to close to other elements that could undermine its authority.

The logo's size should be sufficient to stand out, but not so large it appears to dominate the design.

Exclusion zone

To assist you, an exclusion zone has been established around the logo, nothing should appear inside this zone.

The diagram demonstrates how the zone is created. A space marked 'X' is created from the 'C' of the logo. This is then applied to the corners of the logo to give an even exclusion zone.

No matter what size the logo appears the exclusion zone will proportionately have the same amount of space around it.

Minimum size

The logos can be used at various sizes depending upon their application, however, to maintain clarity and legibility they must never be used at a size smaller than shown above.

TIP
Avoid placing near distracting objects

Colour

A distinctive palette of colours helps a brand to stand out and be easily identified.

This section introduces the Castle Green brand colour palettes and also a set of standards that will assist you in maintaining consistent colour on all communications.

Castle Green Aubergine

Pantone: 5185 CP
Process: C53-M81-Y26-K75
Screen: R74-G48-B65
HEX: #4A3041

Castle Green Lime

Pantone: 382 CP
Process: C28-M0-Y100-K0
Screen: R196-G214-B0
HEX: #C4D600

Castle Green Cream

Pantone: 4545 CP @ 50%
Process: C3-M3-Y15-K2
Screen: R241-G234-B213
HEX: #F7F2DE

Primary palette

The Castle Green primary colour palette is a combination of three colours – Aubergine, Lime and Cream. The Castle Green colours should appear on all communications and design items. This will ensure quick identification of the Castle Green brand. Tints of the Castle Green colours are not permitted.

NOTE
Pantone colours often appear a different colour on-screen to what is printed

Conference & Events Blue

Pantone: 2199 CP
Process: C77-M0-Y16-K0
Screen: R0-G187-B220
HEX: #00BBDC

Weddings Lilac

Pantone: 7440c
Process: C36-M60-Y0-K0
Screen: R162-G119-B166
HEX: #A277A6

Alexanders Crimson

Pantone: 192 CP
Process: C0-M94-Y64-K0
Screen: R288-G0-B70
HEX: #E40046

Supporting palette

A palette of supporting colours has been developed to identify the different channels/products of the Castle Green service.

These supporting colours should only be applied to their assigned channel/product and no other.

They may be used with the Castle Green Aubergine and Cream, as demonstrated above.

NOTE
No tints are allowed

Typography

An important part of building a strong and distinctive visual identity is the consistent and correct use of typography.

This section introduces the Castle Green brand typefaces and also a set of standards that will assist you in maintaining a constant look and feel to all communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@&%£*

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@&%£*

Gotham Book

Primary typeface

Gotham Light and Book has been chosen as the lead typeface, it will be used for headings, initial paragraphs, quotes and call out information on all communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@&%£*

Chaparral Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@&%£*

Chaparral Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*0123456789!?@&%£**

Chaparral Pro Italic

Secondary typeface

Chaparral Pro has been chosen as the supporting typeface, it will be used for bodytext on all communications.

Gotham light for all extra large and large headings, initial paragraphs, quotes and call out information

Gotham light for all regular headings, initial paragraphs, quotes and call out information

Gotham Book for all small headings, initial paragraphs, quotes and call out information

Solupitatquis etus, ut laborepedit eos sectem aut et ex et harciis idi utem ent aditis eosandiciis dolore velic tem faceperum evellab orectat uriatur, consequ iassum vellestibus.

Aped moluptis dem nonetus quo cus delligendunt ipsunto el iliquis quibus dolupit aquatum, solutat uribustendae am imus pore, cus ne pores simuscipitio estisciaeped quae verum ilissitatur aliti re es alibea dolorep **eribusti utem di rerum** re secuptus et liquati atinus, commodi quam id et vel id ut aciasperro mosae cone lab id que non rem sitempores debis dellut hitem exceratur, sequis doluptat labo. *Liciisc imendis debisti officti corrovidus aut la deliqui omnissus eum seque non re, culparc hicimol oratur?* Quis ut et quiam quam cum verions equiatem voluptiandel iduntium exeris es et alicillabo. Et ex eat ant ullatur? Quissitiunt.

EXTRA LARGE, LARGE & REGULAR HEADINGS
Arranged left, Auto Leading

SMALL HEADINGS
Arranged left, Auto Leading

BODYTEXT
Arranged left, Auto Leading and 8pt minimum size

Text must not appear too small it is illegible to its audience

Line spacing on all headings and body text should never be to large.

Line spacing on all headings and body text should never be to small.

Letterspacing and justification which results in wide or non-uniform word spacing should be avoided.

Never allow the text to be distorted or modified in any way.

Never allow the text to be distorted or modified in any way.

If text requires being small then is should be of sufficient size it is still legible

Text size should always offer maximum legibility to its audience.

Text on all headings and body text should be arranged left

Text should be set with an automatic/standard character and line spacing.

TIP
Always arrange type LEFT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@&%£*

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?@&%£*

Palatino Regular

In-house use/shared applications

There will be some design items/communications created digitally in-house and shared between internal and external users, possibly using Microsoft Office applications for example. Other users will not always have the Castle Green fonts.

Non-availability of fonts risks the messages being distorted and accidentally reflowed in random default typefaces. To counter this risk, all such communications produced should use the standard desktop font Verdana Regular, with Palatino Regular supporting as the bodytext.

GLOSSARY USEFUL INFORMATION

Thank you for protecting our brand

CASTLE GREEN HOTEL IN KENDAL

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Castle Green
HOTEL IN KENDAL