



**Brand guidelines**  
2023



# Using the brand elements



Logo





# Logo and colour variations

The typeface of the logo has been specifically selected to reflect our values, therefore this logo should not be amended, or redrawn.

The layout of the logo and the relationship between the wing and the typeface should always be treated as one.

There are three versions of the Pigeon visual identity and each version has specific rules for their application and usage.

The Pigeon logotypes have been specially drawn and should never be recreated. Only use the logotype artwork files. These exist as EPS, PNG and JPEG files.

The logotype colour is C=100 M=80 Y=50 K=61. It should only ever appear as this colour respecting the gradient on the wing, or black or white out.

For print, use the EPS versions, as this is a vector file and is scalable.

For screen, use the PNG or JPEG versions, these may be reduced in size but should never be enlarged, as this reduces their reproduction quality. PNG files have transparent backgrounds and can be placed on images and coloured backgrounds, if required.

**Note:** The wing's variation should only be used if the logotype is going to be placed on darker backgrounds with the purpose of contrast and legibility.





# Exclusion area and minimum size

## The Pigeon logotype

The Pigeon logotype is one of the most important parts of our visual identity. We can strengthen the power of our brand by making sure we use our logotype consistently and always with enough space around it to give maximum impact.

### Minimum space

To ensure the clarity of the Pigeon logotype at all times, a minimum space around the logotype should be maintained. This minimum space is based on the 'x' height of the logotype. No other design elements should be positioned within this space.

### Minimum size

To ensure the Pigeon logotype is legible at all times there is a minimum usage size. When using the logotype the minimum size is 20mm.

It is recommended that the minimum sizes for visual reproduction on digital platforms is 20mm wide.



**Note:** Never scale below the minimum sizes for both print and digital.



# Using our logo

## What not to do

Please see examples opposite for how not to use the logo. If you wish to use our logo we ask you to follow the guidelines as specified.



Don't rotate



Do not use the logo in any other colour



Do not remove or rearrange the elements of the logo



Don't constrain or stretch



Don't crop the logo



Don't put the logo on a non specified colour



# Main Font

Heading, body copy and caption usage

## MUSEO SANS

In house - Body  
Museo Sans 100  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

In house - Headings  
Museo Sans 700  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

In house - Captions  
Museo Sans 900  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

FONT





# PC safe Font

Only to be used on in-house office templates

## TREBUCHET MS

In house - Body

Trebuchet MS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

In house - Headings

Trebuchet MS Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

*In house - Captions*

*Trebuchet Bold Italic*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0*







# Colour palette

## Primary



**Dark Blue**  
CMYK 100/81/50/61  
RGB 0/32/53  
HEX 002035

**Blue**  
CMYK 83/57/38/26  
RGB 51/83/107  
HEX 33536B

## Secondary



**Light Gold**  
CMYK 29/30/45/11  
RGB 178/162/135  
HEX B2A287

**Medium Blue**  
CMYK 63/40/31/13  
RGB 102/126/144  
HEX 667E90

**Light Blue**  
CMYK 30/11/9/0  
RGB 191/210/224  
HEX BFD2E0

**Light Grey**  
CMYK 14/10/11/0  
RGB 225/225/225  
HEX E1E1E1





# Questions and requests

For further guidance on the application of our brand and to access our library of photography, illustrations and icons, please contact:

**Claire Norris**  
Senior Communications Manager  
c.norris@pigeon.co.uk

pigeon.co.uk

Linden Square, 146 Kings Road  
Bury St Edmunds, Suffolk IP33 3DJ

T.01284 766200

