

Brand guidelines

Using the brand elements



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. 50mm



40mm



30mm



\rightarrow Pigeon

20mm



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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

In house - Headings
Museo Sans 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

In house - Captions
Museo Sans 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PC safe Font

Only to be used on in-house office templates

TREBUCHET MS

In house - Body
Trebuchet MS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

In house - Headings
Trebuchet MS Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

In house - Captions
Trebuchet Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colour palette

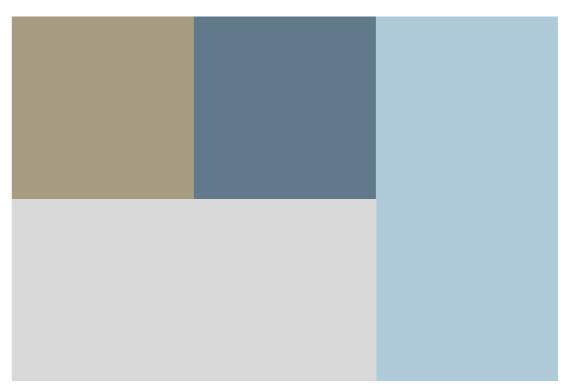
Primary



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:

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