Galloways Accounting
Brand Guidelines
April 2019

Galloways
Accounting

Galloways is the fastest growing accounting services firm in Sussex. From multiple offices, over 100 people look after thousands of businesses and individuals across the county, as well as further afield. We provide all the services that you would expect a firm of our size to deliver. But firms like us aren't defined by what we do - its who we are, and who we work for that matters.

Our distinctive brand builds awareness of Galloways and helps people recognise us.

This document provides Galloways employees and partners with a clear set of guidelines for producing all communication materials. These will ensure the world sees Galloways in the same consistent way throughout everything we do.

Thank you for taking the time to read and follow the identity guidelines. Your commitment to maintaining the consistency of our identity is greatly appreciated.

If you have any questions on the use of these guidelines, please contact:.

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Logo

Logo colour variations

Our logo must only be used in the versions provided by us and must not be altered in any way.

The primary logo, which should be used whenever possible, is full colour, CMYK.

If the logo is going to be used on a coloured background, it is recommended that the white out version is used.

It is recommended that the greyscale version is only used for when you are printing in black and white only.

Full colour

White out (only if green is legible on background)

Greyscale

White out

Clear spacing and minimum size

The logo must stand out clearly from its surroundings. This applies not only to the background, but also to text and other graphic elements that could interfere with the impact of the logo.

When placing the logo, always ensure that a minimum clear space which matches the size of the 'O' in the logo is used.

The minimum size for the logo is 27mm width. This is to maintain the logos legibility.

For large format documents the logo should be scaled proportionally and should never be overpowering.

Protected area

Minimum size

27mm

Logo misuse

It is important that the appearance of the logo remains consistent.

The logo should not be modified, or added to in any way.

No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

DO NOT manipulate the relationship between the elements.

DO NOT change the logo colour or tone.

DO NOT distort or warp the logo in any way.

DO NOT outline or create a keyline around the logo.

DO NOT rotate the logo.

DO NOT change the typeface or recreate the wordmark. Use only the provided files.

DO NOT add dropshadows.

DO NOT use the logo on images where the visibility may be compromised.

Icon

Icon

The icon is a focal point of this design that helps establish The brand's fresh, contemporary look. When used, people will associate the icon's unique shape with Cow Corner and the herd brands.

The icon alone can be used in situations where it is felt that the brand can still be recognised in its simplest of forms.

It must be used in the blue and green colours so that it's associated with Galloways.

It can be either be the full icon like on the mug or it can be cropped like the reverse of the business card as seen here.

Colour

White out

DO NOT change the colours as the blue and green are synonymous with Galloways.

Typography

Brand fonts

For all professionally designed and printed items our main typefaces are Gotham Bold for headers, Gotham Medium for sub headings and Gotham Book for body copy.

Aa

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz

123456789!@£$%^&*()

Aa

Gotham Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz

123456789!@£$%^&*()

Aa

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz

123456789!@£$%^&*()

This is an example of a heading style

Headings are set in Gotham Bold

Sub heading to go here

Sub headings are set in Gotham Medium

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Body copy is set in Gotham Book

Microsoft fonts

If Gotham is unavailable (for example when creating in house materials in Microsoft office) it is acceptable to use these following system fonts.

Although, wherever possible the main brand fonts should always be used.

Aa

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz

123456789!@£$%^&*()

Aa

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz

123456789!@£$%^&*()

Email fonts

Please use the following system fonts when designing an email.

Although, wherever possible the main brand fonts should always be used.

Calibri Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz

123456789!@£$%^&*()

Calibri Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz

123456789!@£$%^&*()

Colours

Colours

Colours

The colour palette is bright and dynamic. Here are the colours available to be used.

In addition to our colour palette, tints of each colour can be used, when complementary to the design/piece in question. These are to be used sparingly, in support of the main colour palettes and never on their own.

The grey should be used for body copy where possible unless legibility is an issue, then you can use black.
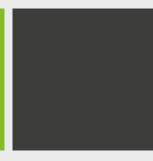
Primary colours

Blue
C91 M61 Y16 K20
R26 G81 B132
#1a5184
Pantone 2945 U
Pantone 7700 C

Green
C55 M0 Y100 K0
R134 G188 B37
#86bc25
Pantone 375 U
Pantone 360 C

Grey
C0 M0 Y0 K90
R60 G60 B60
#3c3c3b
Pantone Neutral Black U
Pantone 446 C

White
C0 M0 Y0 K0
R255 G255 B255
#ffffff

Secondary colours

Teal
C69 M0 Y28 K0
R55 G184 B192
#37b8c0
Pantone 325 U
Pantone 7465 C

Orange
C0 M50 Y100 K0
R243 G146 B0
#f39200
Pantone 7408 U
Pantone 1495 C

Purple
C52 M97 Y0 K0
R146 G37 B132
#922584
Pantone 248 U
Pantone 513 C

Yellow
C0 M15 Y100 K0
R255 G213 B0
#ffd500
Pantone Yellow 012 U
Pantone Yellow 012 C

Imagery

Imagery

To avoid stereotypical accounting images, we use objects shot on coloured backgrounds that are adjusted to a brand colour so that when they are combined with clever headlines, they really bring the brand to life. Alternatively these can be on a white background where appropriate (if there are already too many block colours in the layout).

Eg. an image of a watering can will be used with a headline about growth and nurturing; an image of a megaphone used with a headline about news / we're hiring.

Please select images that leave enough space for typography to one side and ensure that typography will be legible on the background colours.

Application

Press advert

Brochure / leaflets
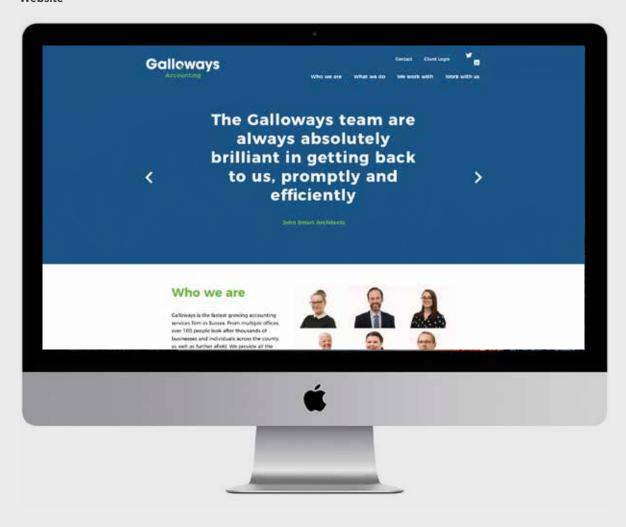

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Galloways
Accounting

Application

Website

Web banner

Galloways