



GOWING

Brand guidelines
V1.0 - August 2025

Colours



Main colours

Blue C97 M58 Y0 K0 R183 G17 B120 Premier Conditioned Air Services	Purple C77 M100 Y0 K40 R70 G21 B92 Gowing / Building services	White
Pink C30 M100 Y10 K0 R183 G17 B120 Ventilation and Fabrication Ltd		
Green C65 M0 Y88 K3 R96 G178 B73 Carbon Reduction Solutions Ltd		

White or Purple should feature as the main background colour in most communications

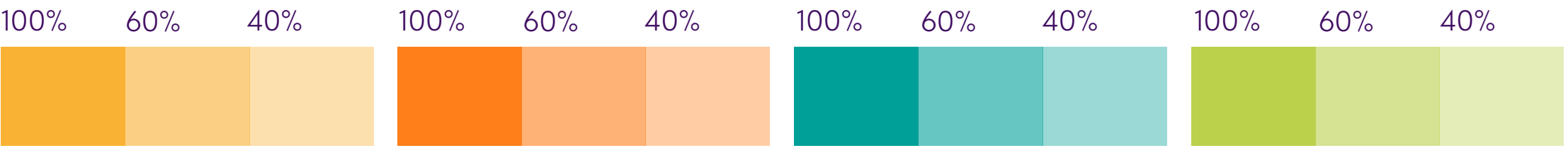
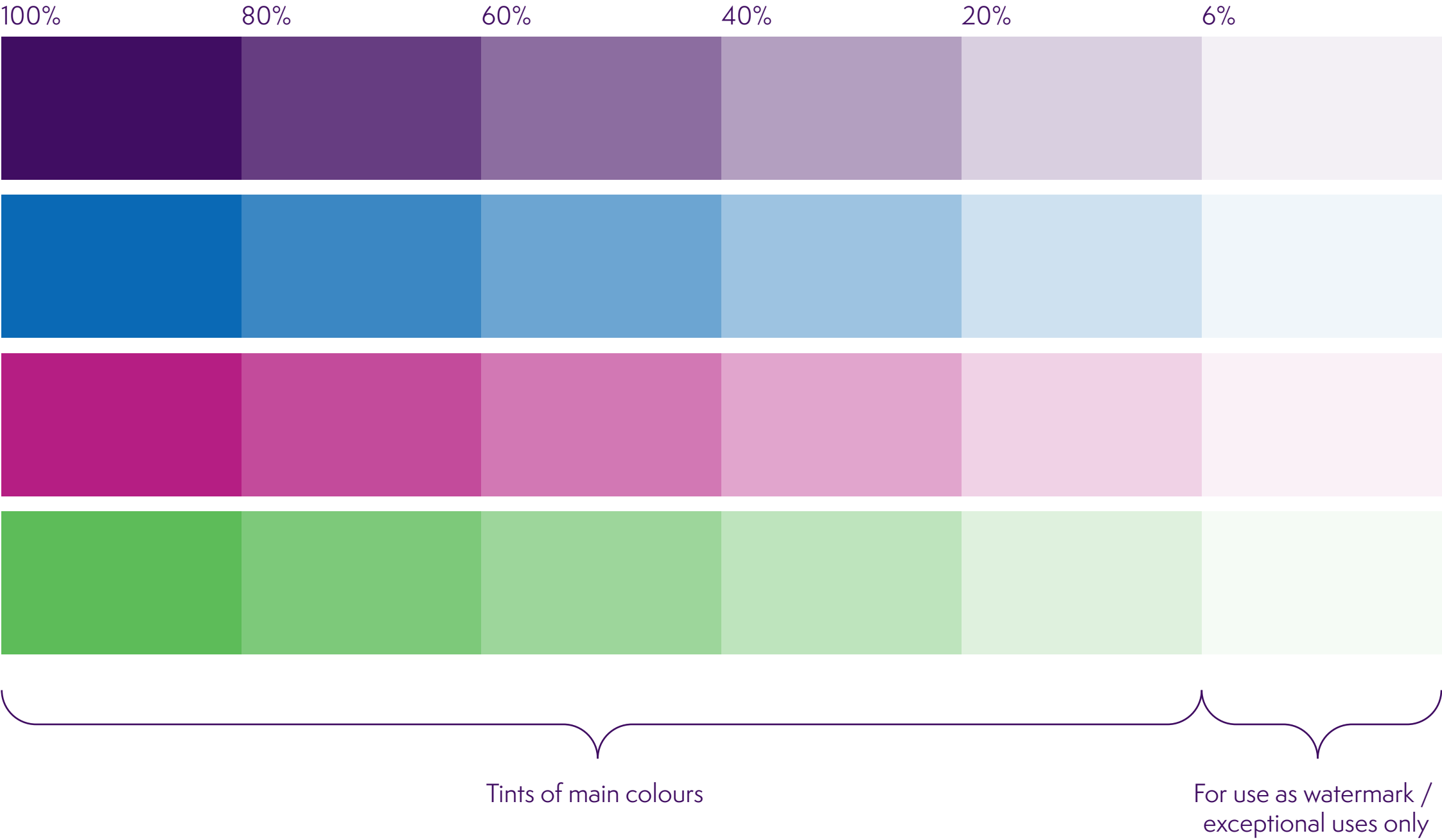
Secondary colours

Usage to be kept to minimum. Graphs or graphics where additional colours are required only

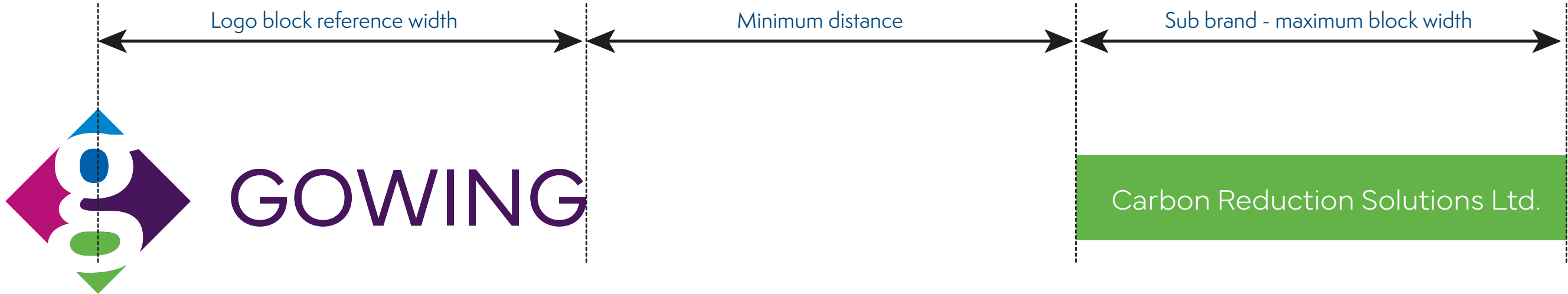
Yellow C0 M35 Y85 K0 R249 G178 B51	Orange C0 M60 Y89 K0 R240 G126 B40	Teal C78 M10 Y45 K0 R0 G192 B154	Pear C0 M35 Y80 K0 R187 G209 B81
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Colour Tints



Sub-Business Logo spacing



Business colour variations and strapline fonts



Mundial font is for Logo elements only

GOWING

Building Services Ltd

WE BRING BUILDINGS TO LIFE

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Ventilation and Fabrication Ltd

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Key logo and
strapline fonts

Mundial Regular — GOWING

Mundial Light — Carbon Reduction Solutions Ltd

Mundial Light — WE BRING BUILDINGS TO LIFE

GOWING

Air Conditioning Services Ltd

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Example text					
gowinggroup.co.uk 01353 666 669 Units 3&4 Greenham Park Common Road Witchford Cambridgeshire CB6 2HF	————	Montserrat Medium	Montserrat Thin	For specific requirments only	
	————	Montserrat Light	Montserrat Light		
			Montserrat Regular	Montserrat Regular	Font weights for general use
			Montserrat Medium	Montserrat Medium	
			Montserrat Semibold	Montserrat Semibold	
			Montserrat Bold	Montserrat Bold	
			Montserrat ExtraBold	Montserrat ExtraBold	For specific requirments only
			Montserrat Black	Montserrat Black	
			Use brand purple for headings and key business details e.g stationery	Black for body text	
			Arial Regular	Arial Regular	Use Arial where Montserrat is not available
		Arial Bold	Arial Bold		