

# **BASIC DESIGN GUIDELINES**

**V.1.0**

# COLOUR CODES

Always make sure to use the correct colour space for your media selection: RGB colours for screen usage, CMYK colours for offset and digital printing and PMS/Pantone colours if spot colours are available for your print.

Always get a proof of print if possible, to ensure that the colours are reproduced correctly.

## BLACK

RGB	0/0/0
HEX	#000000
CMYK	0/0/0/100
PMS	PANTONE BLACK

## SAND

RGB	225/210/190
HEX	#E1D2BE
CMYK	15/20/25/5
PMS	406 C
RAL	7035
NCS	S-3005-Y20R

## RED

RGB	231/51/49
HEX	#E73331
CMYK	0/90/80/0
PMS	1788

## YELLOW

RGB	254/209/65
HEX	#FED141
CMYK	0/16/80/0
PMS	122

# LOGO VERSIONS

Our logo is available in the two versions shown on the right. These are the only two versions that can be used and it's not permissible to create alternatives. Please use the version that stands out the most in the application.

## ICON USAGE

When spatial limitations make it unfeasible to include both the brand icon and the wordmark, it's acceptable to use just the brand icon. This applies to situations like favicon and app icon usage.

Logo Positive



**FRAZER**

Logo reversed



**FRAZER**

# TYPOGRAPHY

## GT AMERICA

GT America is our primary font for print and digital media.

GT America Standard can be purchased here:

[www.grillitype.com/typeface/gt-america](http://www.grillitype.com/typeface/gt-america)

Necessary font weights are:

GT America Light

*GT America Light Italic*

GT America Regular

*GT America Regular Italic*

GT America Medium

*GT America Medium Italic*

GT America Bold

*GT America Bold Italic*

GT America Black

*GT America Black italic*

## ARIAL

Arial is used for Microsoft Office templates, excluding powerpoint. It is a system font, and therefore available on every computer with Microsoft Office installed.

## BRAND TYPEFACE

GT

Light *italic*  
Regular *italic*  
Medium *italic*  
Bold *italic*  
Black *italic*

AMERICA

## SYSTEM TYPEFACE

ARIAL  
ARIAL ITALIC  
ARIAL BOLD  
ARIAL BOLD ITALIC