GLENLAKE

BRAND GUIDELINES

February 2020

LOGO AND USAGE GUIDELINES

PRIMARY LOGO
This is the preferred logo
to be used in most cases.

HORIZONTAL LOGO
To be used when there are space
constraints requiring a more
horizontal configuration.

REVERSED LOGO
To be used on a dark
background.

ONE COLOUR LOGO
To be used when there
are printing constraints
of one colour.

MINIMUM SIZE

minimum width: 1"

minimum width: 2"

FONT

Fishmonger MB Italic is used in the Glenlake logo. It is suitable for headings and large text.

Fishmonger MB Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

SECONDARY FONT
Arial Regular is our supporting font and should be used for large amounts of body copy and text that is produced at a small size. Arial Black can be used for headings and subheadings and to provide emphasis.

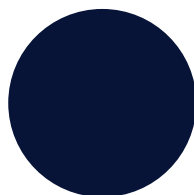| Arial Regular	Arial Black
abcdefghijklm	**abcdefghijklm**
nopqrstuvwxyz	**nopqrstuvwxyz**
ABCDEFGHIJKLM	**ABCDEFGHIJKLM**
NOPQRSTUVWXYZ	**NOPQRSTUVWXYZ**
123456789	**123456789**

COLOUR PALETTE

Green
CMYK: 51, 0, 100, 0
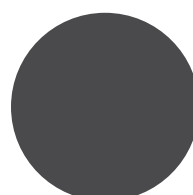RGB: 139, 197, 63
Hex: #8BC53F

Blue
CMYK: 100, 90, 44, 57
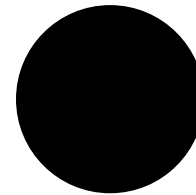RGB: 5, 21, 56
Hex: #051538

Grey
CMYK: 67, 60, 56, 38
RGB: 74, 74, 76
Hex: #4A4A4C

Black
CMYK: 100, 100, 100, 100
RGB: 0, 0, 0
Hex: #000000