



PREMIUM **CHRISTMAS TREES**

BRANDING GUIDELINES
JUNE 2018

I. Logo

Whenever possible, the logo should appear in its original colours.



When using the logo against a dark or photographic background the white out version should be used.



2. Colours

The logo colours are as below values:



Yellow star:

C10 M24 Y96 K0
R229 G186 B15
E5BA0F



Tree gradient:

Top:

C56 M5 Y99 K5
R107 G171 B30
6BAB1E

Bottom:

C89 M29 Y95 K29
R21 G76 B30
#154C1E



Purple first line:

C93 M90 Y31 K20
R24 G13 B74
#180D4A



Green second line:

C69 M24 Y98 K9
R73 G120 B29
#49781D



For use on printed materials and backgrounds

Dark green:

C92 M45 Y99 K58
R9 G34 B13
#09220D



Black is used for text

3. Fonts

The brand font is Gill Sans

For usual use, the regular weight should be used

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The semibold or **bold** weights can be used to highlight text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

For reference only:

The font used on the logo is Futura Medium, however the logo text should not be typed and only used from the logo artwork.