



# PREMIUM CHRISTMAS TREES

BRANDING GUIDELINES  
JUNE 2018

## I. Logo

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



**PREMIUM**  
CHRISTMAS TREES

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



**PREMIUM**  
CHRISTMAS TREES

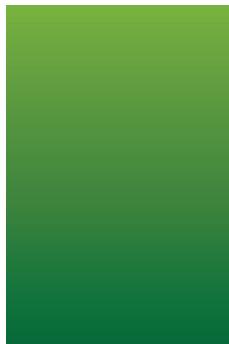
## 2. Colours

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.