heartwood
UNLIMITED

Branding
Guidelines

Contents

These guidelines have been created to help you produce consistent reproduction of the **Heartwood** Logo.

Logos

Primary Logo

This is the **Heartwood** Primary Logo to be used on websites, social media applications and in printed materials.

35mm

100px

Primary Logo Black

This is the one colour version of the **Heartwood** Primary Logo to be used on websites, social media applications and in printed materials when applicable.
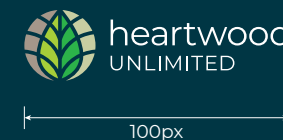

35mm

100px

Primary Logo White

This is the white version of the **Heartwood** Primary Logo to be used on websites, social media applications and in printed materials on dark backgrounds.

35mm

100px

Primary Logo Reverse

This is the reverse version of the **Heartwood** Primary Logo to be used on websites, social media applications and in printed materials on dark backgrounds.

Portrait Logo

This is the **Heartwood** Portrait Logo to be used on websites, social media applications and in printed materials.
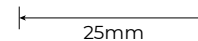
Portrait Logo Black

This is the one colour version of the **Heartwood** Portrait Logo to be used on websites, social media applications and in printed materials.

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25mm
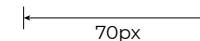
70px

Portrait Logo White

This is the white version of the **Heartwood** Portrait Logo to be used on websites, social media applications and in printed materials.

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25mm

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70px

Portrait Logo Reverse

This is the reverse version of the **Heartwood** Portrait Logo to be used on websites, social media applications and in printed materials.

25mm

70px

Logo Clearspace
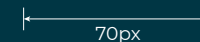
This is a guide for keeping the **Heartwood** Logo clear of text or other graphic elements.

Logo Icon

This is the **Heartwood** Logo Icon to be used on websites, social media applications and in printed materials on it's own where applicable.

Brand Colours

The **Heartwood** brand uses the following colour palette.

PMS:	2292 C	
CMYK:	C 40, M 0, Y 100, K 0	
RGB:	R 174, G 205, B 84	
WEB:	# AECD54	

PMS:	361 C	
CMYK:	C 77, M 0, Y 100, K 0	
RGB:	R 89, G 177, B 87	
WEB:	# 59B157	

PMS:	5797 C	
CMYK:	C 15, M 4, Y 37, K 9	
RGB:	R 201, G 206, B 166	
WEB:	# C9CEA6	

PMS:	7530 C	
CMYK:	C 10, M 18, Y 25, K 32	
RGB:	R 163, G 151, B 140	
WEB:	# A3978C	

PMS:	7698 C	
CMYK:	C 65, M 9, Y 0, K 53	
RGB:	R 50, G 103, B 132	
WEB:	# 326784	

The **Heartwood** white or reverse logo can be used on this dark blue background

PMS:	548 C	
CMYK:	C 100, M 21, Y 28, K 76	
RGB:	R 0, G 53, B 66	
WEB:	# 003542	

How not to use the Heartwood Logo

X Do not stretch or distort the logo.

X Do not use the logo under the minimum size.

X Do not use the logo in any other colours.

X Do not change the proportions of the logo.

X Do not change the alignment or position of the logo elements.

X Do not rotate the logo.

X Do not apply the full colour logo to a busy background.

X Do not apply the logo to a different colour background (use white or the white or reverse logo on the dark blue background from page 14).

Typography

Typography:
Primary Typefaces

The **Heartwood** brand uses **Montserrat Semibold** for document titles, headlines, sub headings and short pull-out copy in print. If **Montserrat Semibold** is not available, or for Office applications Tenorite can be used as a Microsoft alternative.

Montserrat Regular is to be used for body copy on digital applications as well as printed material.

Monserrat is an open source Google Font which can be freely download.

- Download Montserrat Font Family

Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
Montserrat

Montserrat

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

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Light *Light Italic* Regular *Regular Italic* Medium *Medium Italic* **Semibold** ***Semibold Italic*** **Bold** ***Bold Italic*** **Black** ***Black Italic***

Typography:
Office Typefaces

The Microsoft typeface **Tenorite** has been chosen for Microsoft Office Applications, when **Montserrat** is not available.

For Microsoft Word and Powerpoint, **Monserrat** can be dowloaded (see page 17) and used provided the document is sent out as a on-editable PDF or Show.

Tenorite

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

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Regular   *Italic*   **Bold**   ***Bold Italic***