

BRAND STYLE GUIDE

FARINGDON TOWN COUNCIL

LOGO



Black only

Colour values: Print CMYK: 100% black, C:0 M:0 Y:0 K:100
Hex value: #000000 Digital: RGB: 0



White alternative: out of a strong colour
(such as our Town Green colour, breakdowns overleaf)

Colour values: Print CMYK: 100% white, C:0 M:0 Y:0 K:0
Hex value: #FFFFFF Digital: RGB: 255, 255, 255

FARINGDON TOWN COUNCIL : STYLE GUIDE

SECONDARY COLOURS



TOWN GREEN

Digital:

HEX value:
1E4226

R: 30
G: 66
B: 38

Print:

C: 85
M: 47
Y: 89
K: 56



POWDER BLUE

Digital:

HEX value:
78A0C0

R: 120
G: 160
B: 192

Print:

C: 57
M: 28
Y: 14
K: 2



SLATE

Digital:

HEX value:
67869B

R: 103
G: 134
B: 155

Print:

C: 63
M: 37
Y: 28
K: 10

ACCENT COLOUR (USE SPARINGLY)



POPPY RED

Digital:

HEX value:
D24237

R: 210
G: 66
B: 55

Print:

C: 11
M: 85
Y: 75
K: 2

PINK PIGEON RELATED (LIGHTHEARTED RATHER THAN CORPORATE USE)



FARINGDON SCHIAPARELLI PINK

Digital:

HEX value:
DB1A54

R: 221
G: 26
B: 84

Print:

C: 7
M: 97
Y: 49
K: 1

APPLICATION

Logo to be featured top right of event posters / marketing etc. wherever possible with a good amount of equal space from the top and right edges

