

# 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  
(LIGHTEARTED 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

