

Brand Guidelines

September 2016



Logos



Colour



Gladstone



Monochrome



Gladstone



Download



Colours

Light Blue
CMYK – 65/35/0/0
RGB – 97/147/205
Web – #6193cd

Dark Blue
CMYK – 90/60/5/0
RGB – 27/97/167
Web – #1b61a7



Light Green
CMYK – 40/0/100/0
RGB – 175/202/11
Web – #afca0b

Dark Green
CMYK – 55/10/100/15
RGB – 122/158/35
Web – #7a9e23

Download



Corporate Font

This is for internal use including powerpoint slides, emails, word documents etc.

Arial

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial bold

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Display Font

This is for display purposes including roller banners, advertising media website etc.

Titillium light

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

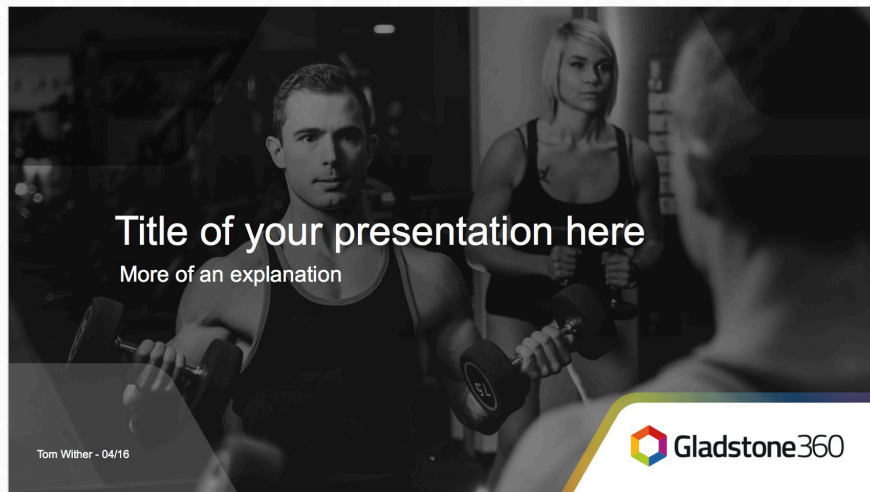
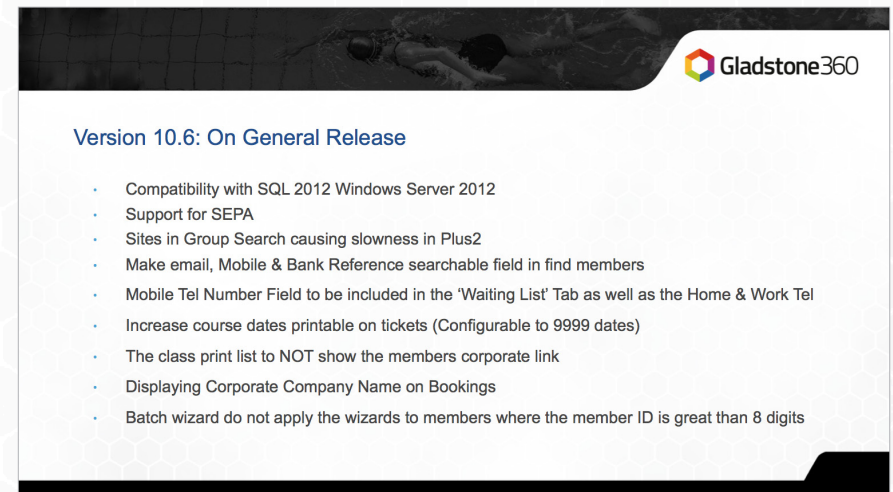
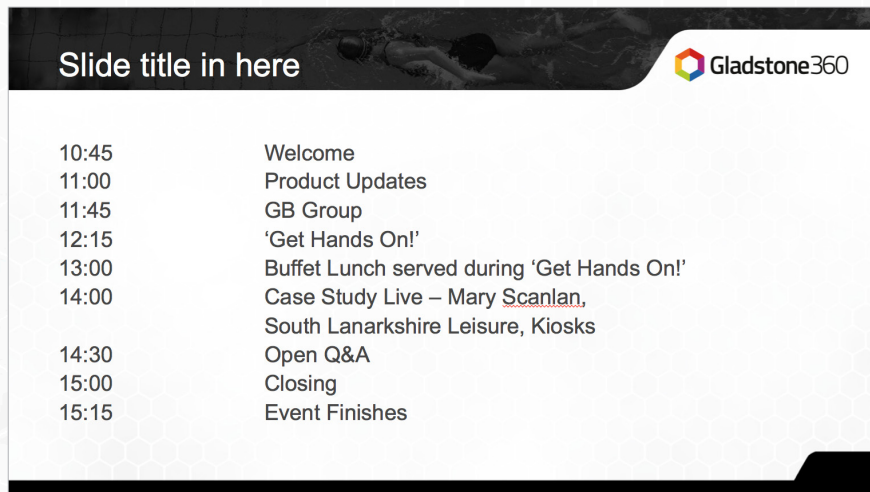
Titillium semibold

ABCD1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

[Contact Claire Elkin](#)[Share Point Link](#)

Photography Do's



Photographic style

Realistic
Professional
Fun
Aspirational
InSitu

Photography Dont's



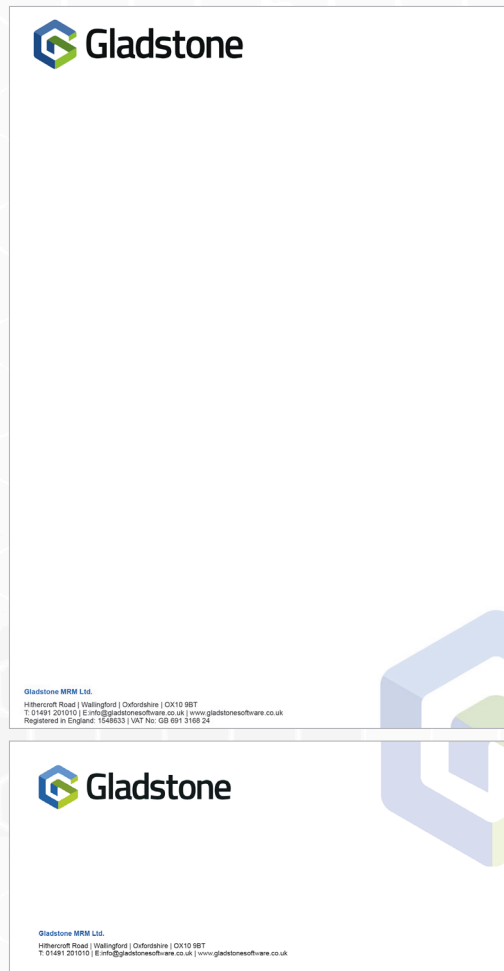
Photographic style

Studio Shoots
Overly Sexual Images
Vignette/Duotone
Amateur Shots

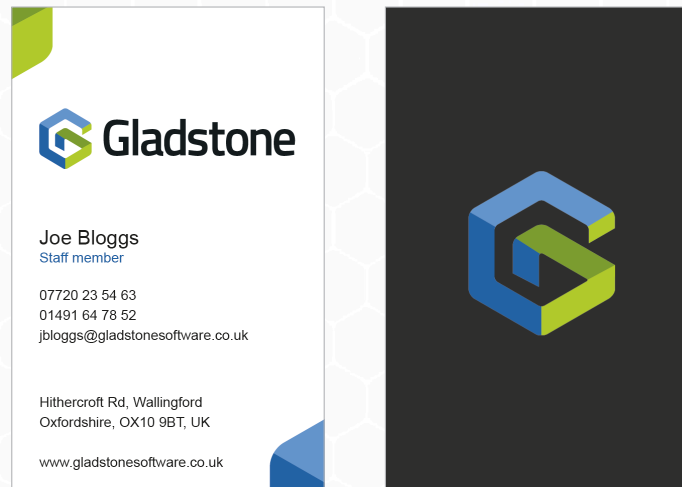
Letterheads & Business Cards



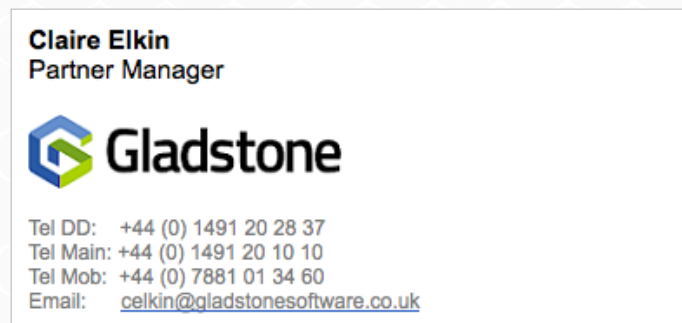
Letter head & comp slips



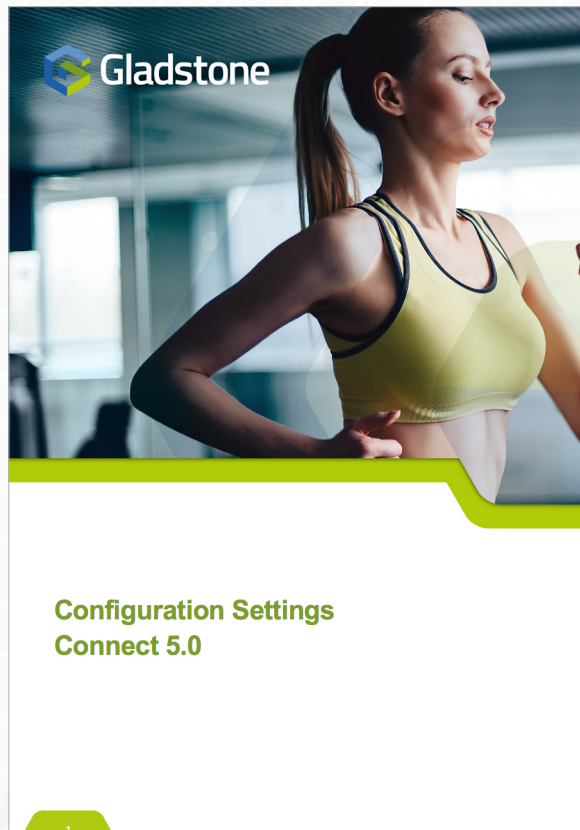
Business Cards



Email Signature



Document Template - Leisure



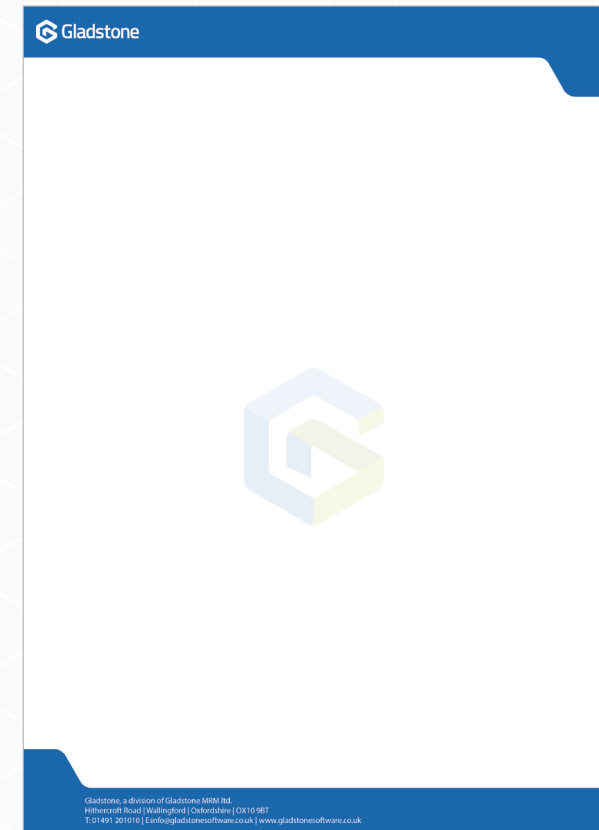
**Header -
Arial Bold - 36pt**

Document Template - Tech



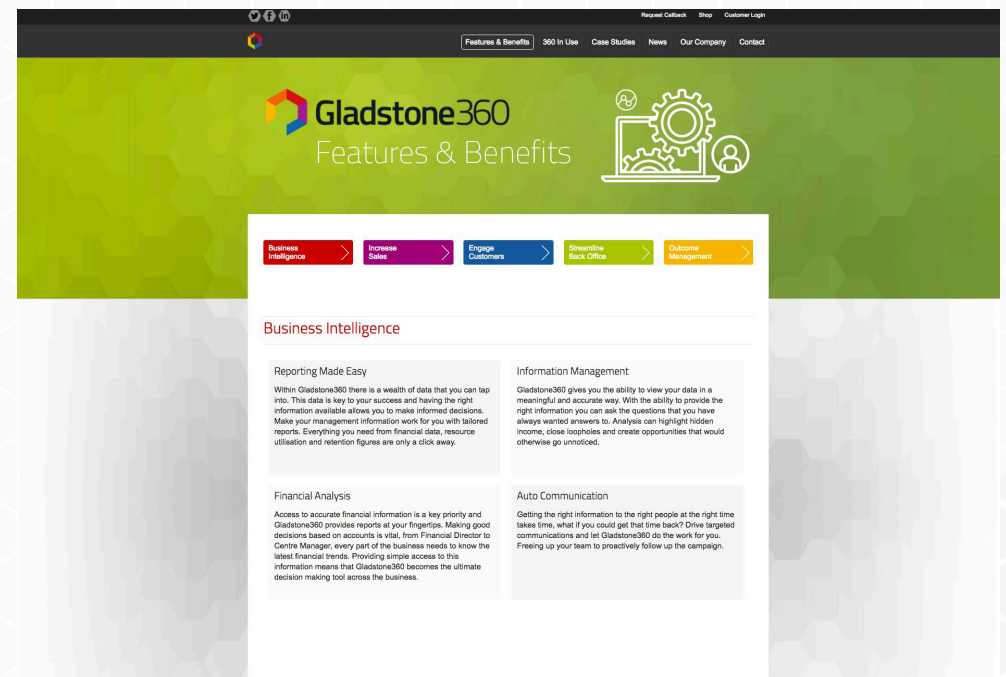
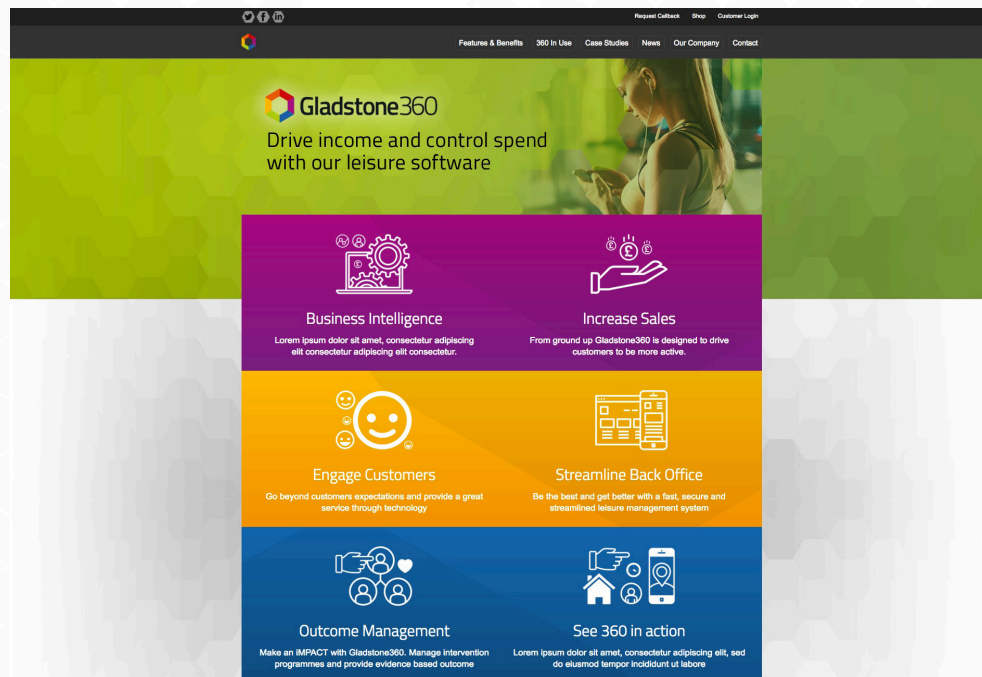
**Section title -
Arial Bold - 22pt**

Tender Template



Body - Arial - 12pt (marketing/internal)
Body - Arial - 10pt (technical)

Website



Colour



Monochrome



Regional - Colour



Regional - Monochrome



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