

Introduction

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Logo & Colour



Main



Secondary

8 colours used in logo

Pantone: For use in spot colour jobs

CMYK: 4 colour process

RGB: Digital media



Pantone: Black c

CMYK: C 66 M 64 Y 67 K 67

RGB: R 46 G 41 B 37



Pantone: Cool Gray 7c

CMYK: C 43 M 34 Y 35 K 1

RGB: R 153 G 153 B 154



Pantone: 286 c

CMYK: C 100 M 84 Y 11 K 3

RGB: R 25 G 70 B 141



Pantone: 298 c

CMYK: C 64 M 10 Y 1 K 0

RGB: R 67 G 180 B 228



Pantone: 354 c

CMYK: C 95 M 0 Y 100 K 0

RGB: R 0 G 175 B 67



Pantone: Yellow 012 c

CMYK: C 0 M 4 Y 100 K 0

RGB: R 255 G 232 B 0



Pantone: Orange 021 c

CMYK: C 0 M 82 Y 100 K 0

RGB: R 255 G 80 B 0



Pantone: 185 c

CMYK: C 1 M 100 Y 92 K 0

RGB: R 234 G 0 B 42

Logos Supplied & Usage

Digital

File Names: BM-Design&Shopfitting-Logo_Small(RGB).jpg

BM-Design&Shopfitting-Logo_Small(RGB)1colour.jpg



Description: A small 72dpi file for use on digital media e.g. presentations and web

File Names: BM-Design&Shopfitting-Logo_Large(RGB).jpg

BM-Design&Shopfitting-Logo_Large(RGB)1colour.jpg



Description: A large 72dpi file for use on digital media e.g. presentations and web

Print

File Names: BM-Design&Shopfitting-Logo_Small(CMYK).jpg

BM-Design&Shopfitting-Logo_Small(CMYK)1colour.jpg



Description: A small 300dpi file for use on printed material

File Names: BM-Design&Shopfitting-Logo_Large(CMYK).jpg

BM-Design&Shopfitting-Logo_Large(CMYK)1colour.jpg



Description: A large 300dpi file for use on printed material

Logo Usage

It is preferred that the main logo be used wherever possible and to include all elements.

Minimum Size

It is important that all the text in the logo is legible which is why it is suggested the logo is never reproduced any smaller than the example shown here



Exclusion Zones

The logo should always appear with clear space around it to create maximum impact. The diagram below shows a minimum encroachment zone (X)



Preferred Typefaces

For Print

The following typefaces are to be used in marketing material and publications such as magazines, newsletters, catalogues etc.

Helvetica Neue 45 light - For use as main body text - Typical size 9pt

Helvetica Neue 55 regular - For use as secondary headings, quotations/emphasis within text and also on coloured backgrounds - Typical size 12pt

Helvetica Neue 75 bold - For use as primary headings

For Presentations and In House Material please use Calibri and Calibri Bold if Helvetica is unavailable on your system

Example:

The Blakemore Heritage

The success story of A.F. Blakemore & Son Ltd is phenomenal and illustrates the company's ability to innovate, adapt and embrace new ideas. Here are a few of the milestones that have taken place during the company's first 90-years:

- In the 1920s the company got its first taste of wholesaling when Arthur Blakemore decided to sell paper bags to other retailers.
- This paved the way for Frank Blakemore to embrace distribution in the late 1920s when the company bought a motor van and 2,500 sq ft distribution warehouse.
- Blakemore was one of the first companies involved in symbol group trading in the 1950s and opened some of the very first Cash & Carry depots in the UK in the 1960s.
- During the 1980s and early 1990s A.F. Blakemore demonstrated that it was way ahead of the major multiples in realising the potential of the convenience market.

Stationery

Business Card

If you require business cards please speak to Paul Cowley for artwork.



Letterhead

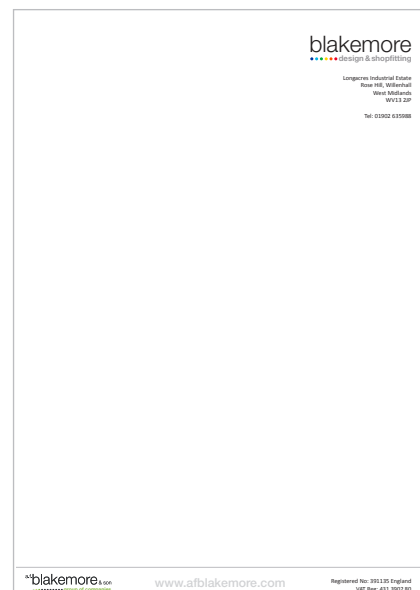
PDF and a Word Template are supplied

File Names: BM-Design&Shopfitting_Letterhead.pdf

Description: Print ready file

File Names: BM-Design&Shopfitting_Letter-Template.docx

Description: A ready to use letter template with company header and footer



Email Signature

Type: **Calibri 12pt Bold (Black)**
Calibri 10pt Bold (R:153 G:153 B:154)

Calibri 10pt (Black)

File Name: BM-Design&Shopfitting-Email-Logo.png

Description: File ready to be inserted into signature and made into a hyperlink

If you are unsure of how to set up your email signature or hyperlink images please see the guide inside the email signature folder

Alternatively if you visit the link below you can copy and paste the template straight into your email signature and add your details

<http://www.afblakemore.com/email-signatures/bm-designandshopfitting.html>

Your Name
Your Job Title

blakemore
design & shopfitting

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name@afblakemore.com
www.afblakemore.com

Presentations

Powerpoint Template

File Name: BM-Design&Shopfitting_Presentation-Template_Std.pptx
Description: Ready to use slide template for a standard screen

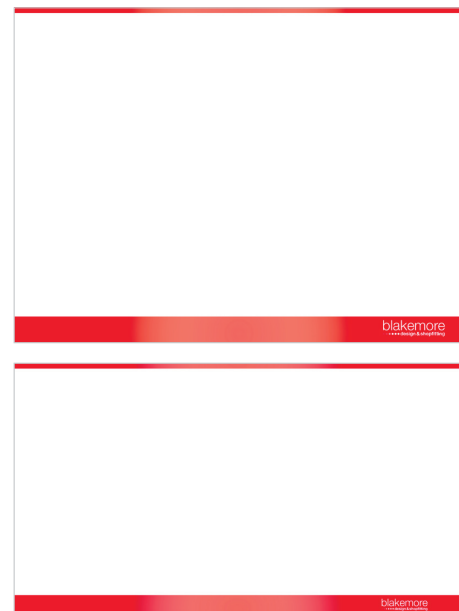
File Name: BM-Design&Shopfitting_Presentation-Template_Wide.pptx
Description: Ready to use slide template for a wide screen



Slide Background

File Name: BM-Design&Shopfitting_Presentation-Slide_Std.jpg
Description: Slide background ready to be inserted into a standard screen presentation

File Name: BM-Design&Shopfitting_Presentation-Slide_Wide.jpg
Description: Slide background ready to be inserted into a wide screen presentation



Typefaces

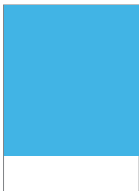
Calibri Bold - For use as primary headings - Typical size 36pt

Calibri- For other text - Typical size 16pt

Highlight Colours for Graphs & Tables



RGB:
R 153
G 153
B 154



RGB:
R 67
G 180
B 228

