**Southwell Town Council**

**Style Guide**

This style guide is an amalgamation of two previous guides professionally produced for the Council and agreed by the Council for all publications to have clear STC branding across the town.

**Town Paint colour** [Dulux Colour Match ID card at

Handicentre]

Colour = DP Brunswick Green 5691

Product = Glass

W57 Base = Extra Deep Can = 500mL

Remark = Use Undercoat 4248 Dark Grey

**Logo on differing grounds**

# **Colour**

The new palette will inject some bright and bold colour into the new website and printed material such as the newsletter. It complements the existing Visit Southwell and The Bramley websites.

**BASE PALETTE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| R5 G76 B5 C85 M38 Y100 K36 |  | R215 G225 B220 C15 M5 Y12 K0 |  | R237 G241 B239 C5 M2 Y4 K0 |  | R51 G51 B51 C69 M63 Y62 K58 |

**PRIMARY COLOURS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| R0 G188 B75 C71 M0 Y80 K0 |  | R83 G235 B18 C53 M0 Y100 K0 |  | R232 G206 B44 C13 M4 Y100 K0 |  | R226 G12 B45 C4 M90 Y83 K0 |

**SECONDARY COLOURS**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| R2 G48 B94 C92 M79 Y35 K23 |  | R52 G194 B209 C59 M0 Y17 K0 |  | R140 G232 B234 C34 M0 Y12 K0 |  | R107 G42 B145 C65 M90 Y0 K0 |  | R168 G8 B116 C25 M90 Y0 K0 |  | R247 G75 B124 C0 M77 Y24 K0 |

|  |  |  |
| --- | --- | --- |
| **FOR HEADINGS**  **Alegreya Sans**  Thin Light Regular **Medium Bold ExBold Black**  *Thin* *Light* *Regular*  ***Medium* *Bold* *ExBold* *Black***  ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz 1234567890  **EXAMPLES OF USE**  **This is a Long Heading**  This is the ‘hook’ copy - dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.  This is the body copy, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit | **FOR BODY COPY**  **Source Sans Pro**  ExLight Light Regular **SemiBold** **Bold** **Black**  *ExLight*  *Light* *Regular* ***SemiBold*** ***Bold*** ***Black***  ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890  **SHORT TITLE**  This is a supporting statement - Lorem ipsum dolor sit amet.  This is the body copy, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit | **FOR QUOTES & NOTES**  **Caveat**  Regular **Bold**  ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz 1234567890  Follow us on Twitter  **Follow us on Twitter** |

**Typography**

The typefaces chosen are Google Fonts which can easily be downloaded or embedded onto a website for free and without restriction: https://fonts.google.com/