

KINGHAM HILL

Character Matters

Style
Guide

2023

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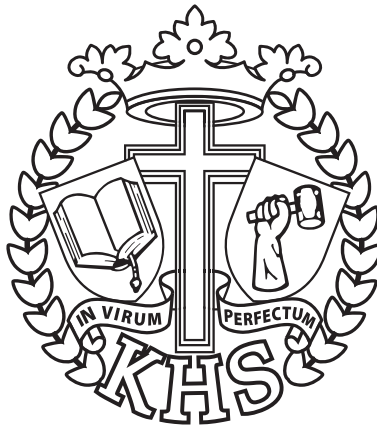
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Logo: Badge



https://drive.google.com/drive/folders/1Gf-k5i_-jZapmcoF_XSPQTy0qmBm6B0S?usp=share_link

Logo: Badge and Name (Vertical)



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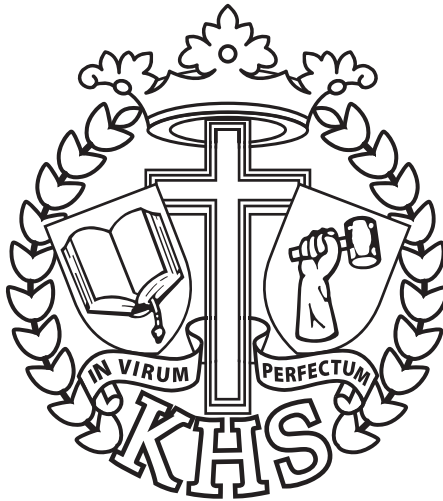
Logo: Badge and Name (Horizontal)



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https://drive.google.com/drive/folders/1Ge54Ielj6xrUDzGM5ANDvcmVO6fdrUqE?usp=share_link

Logo: Badge and Name and Character Matters (Vertical)



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Character Matters

https://drive.google.com/drive/folders/1GrpLlNNjtsxI-jXeWOYWM7pZ-GfMlru?usp=share_link

Logo: Badge and Name and Character Matters (Horizontal)



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Character Matters

https://drive.google.com/drive/folders/1Ge541eIj6xrUDzGM5ANDvcmVO6fdrUqE?usp=share_link

Typefaces

Humanst52 | Lt BT

Humanst52 | BT

Goudy Old Style Regular

Goudy Old Style Italic (Tracking 26)

GOUDY OLD STYLE REGULAR (*Tracking 42*)

Main colours (CMYK, RGB, Hex and Pantone)

CMYK



RGB / HEX



PANTONE



CMYK



RGB / HEX



PANTONE



Dark Blue (CMYK, RGB, Hex and Pantone)



100 48 0 49

295U

0 68 130

#004482



86 56 0 0

70 34 0 41

100 48 0 49

74 38 0 0

100 48 0 69



0 75 145

45 100 151

0 68 130

62 137 207

0 41 79

1275bc

2b668b

#004482

3a89be

02233e

Blue (CMYK, RGB, Hex and Pantone)



100 32 0 42

307U

0 101 148

#006594



100 32 0 12

70 22 0 34

100 32 0 42

70 22 0 12

100 32 0 62



0 153 224

50 131 168

0 101 148

67 175 224

0 41 79

1275bc

2b668b

#004482

3a89be

02233e

Aqua (CMYK, RGB, Hex and Pantone)



81 29 49 5

7717U

0 143 137

#2EAC7C



64 0 29 0

75 13 42 1

81 21 49 5

60 0 26 0

89 37 58 35



0 219 208

48 162 158

0 143 137

99 229 219

0 92 87

#00dbd0

#008f89

#008f89

#63e5db

#005c57

Yellow (CMYK, RGB, Hex and Pantone)



20 26 90 5

103U

207 175 44

#cfaf2c



0 16 79 0

0 10 49 14

20 26 90 5

0 10 49 0

0 16 79 70



255 215 54

219 198 112

207 175 44

255 230 130

109 94 30

#00dbd0

#008f89

#cfaf2c

#63e5db

#005c57

Green (CMYK, RGB, Hex and Pantone)



53 32 98 17

384U

126 132 39

#cfaf2c



30 3 86 0

45 27 71 10

53 32 98 17

26 8 62 0

64 46 100 46



199 209 63

149 153 92

126 132 39

204 209 125

78 82 24

#c7d13f

#008f89

#cfaf2c

#63e5db

#005c57

Purple (CMYK, RGB, Hex and Pantone)



73 63 00

2746U

94 98 172

#5e62ac



56 45 00

44 35 16 2

73 63 00

20 16 00

85 77 25 10



136 142 247

157 159 185

94 98 172

210 212 247

66 69 120

#888ef7

#9d9fb9

#5e62ac

#d2d4f7

#424578

Red (CMYK, RGB, Hex and Pantone)



30 100 89 38

1807U

130 22 24

#821618



27 100 92 30

29 76 58 27

30 100 89 38

15 72 52 4

40 100 80 67



145 25 27

151 71 72

130 22 24

207 97 99

79 13 15

#91191b

#974748

#821618

#cf6163

#4f0d0f

Brown (CMYK, RGB, Hex and Pantone)



34 56 89 39

154U

129 88 35

#815823



31 54 89 31

33 42 64 25

34 56 89 39

18 33 57 6

46 62 88 65



145 99 39

151 123 86

129 88 35

207 168 118

79 54 21

#916327

#977b56

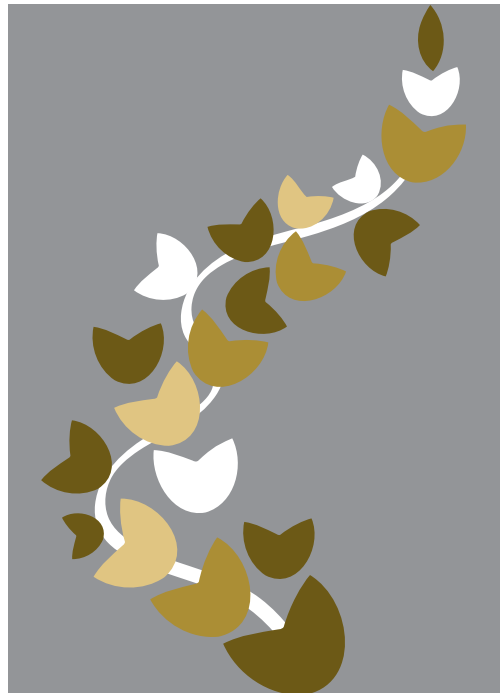
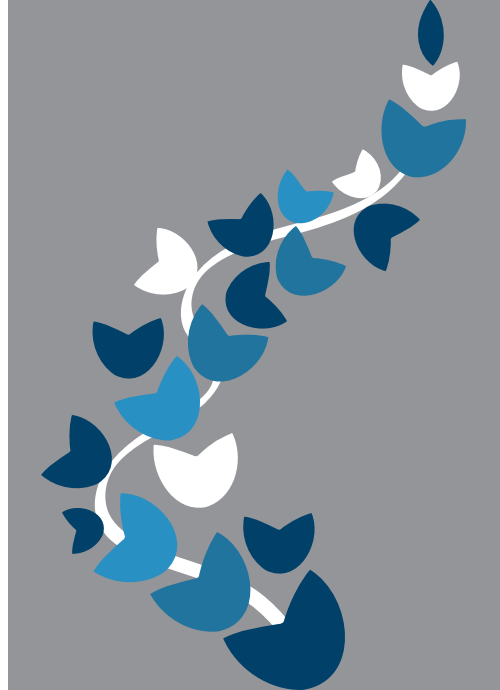
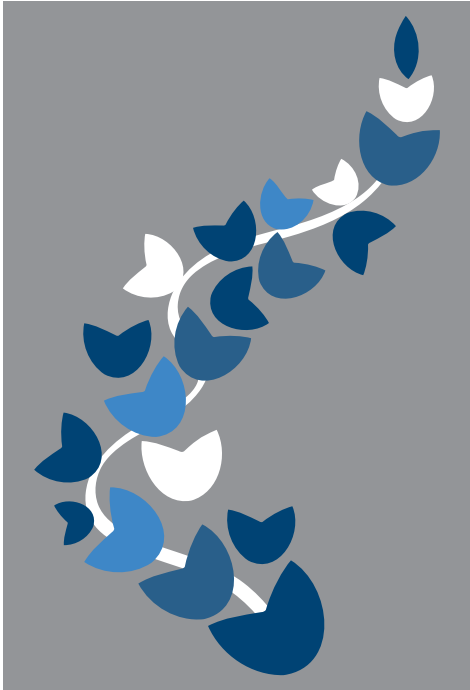
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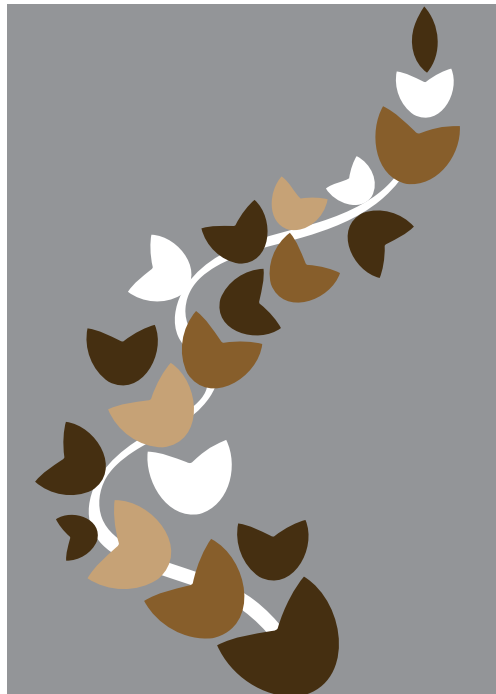
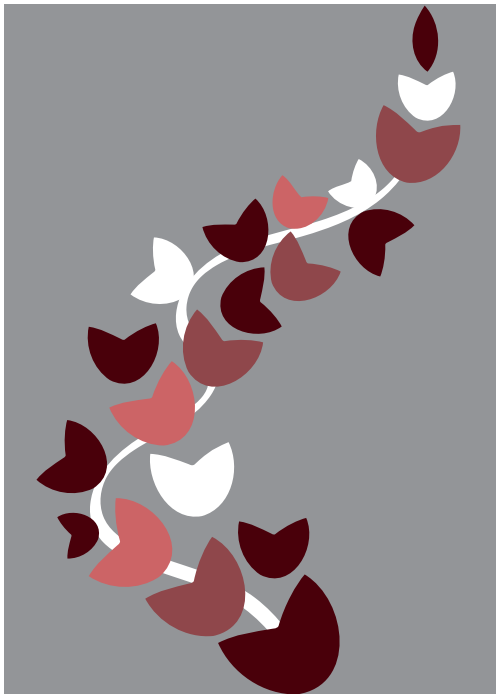
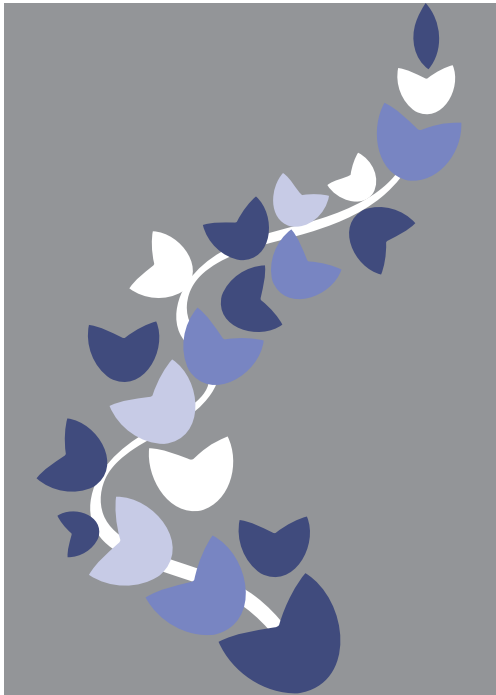
#cfa876

#4f3615

Vines: on neutral background

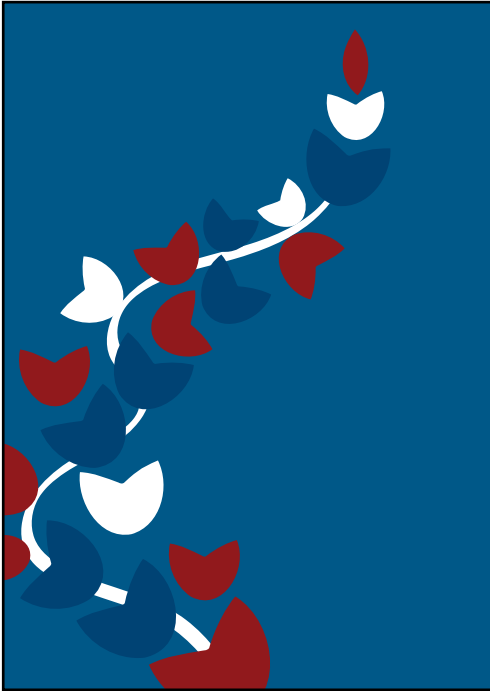
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Vines: miscellaneous designs

https://drive.google.com/drive/folders/1GUshQ3nqWsvOBBsRz0ny65aAtpl8zm5H?usp=share_link





Print Covers

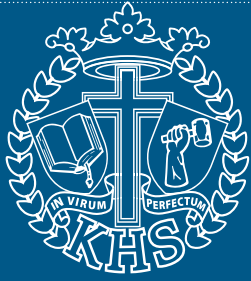




15mm

95mm

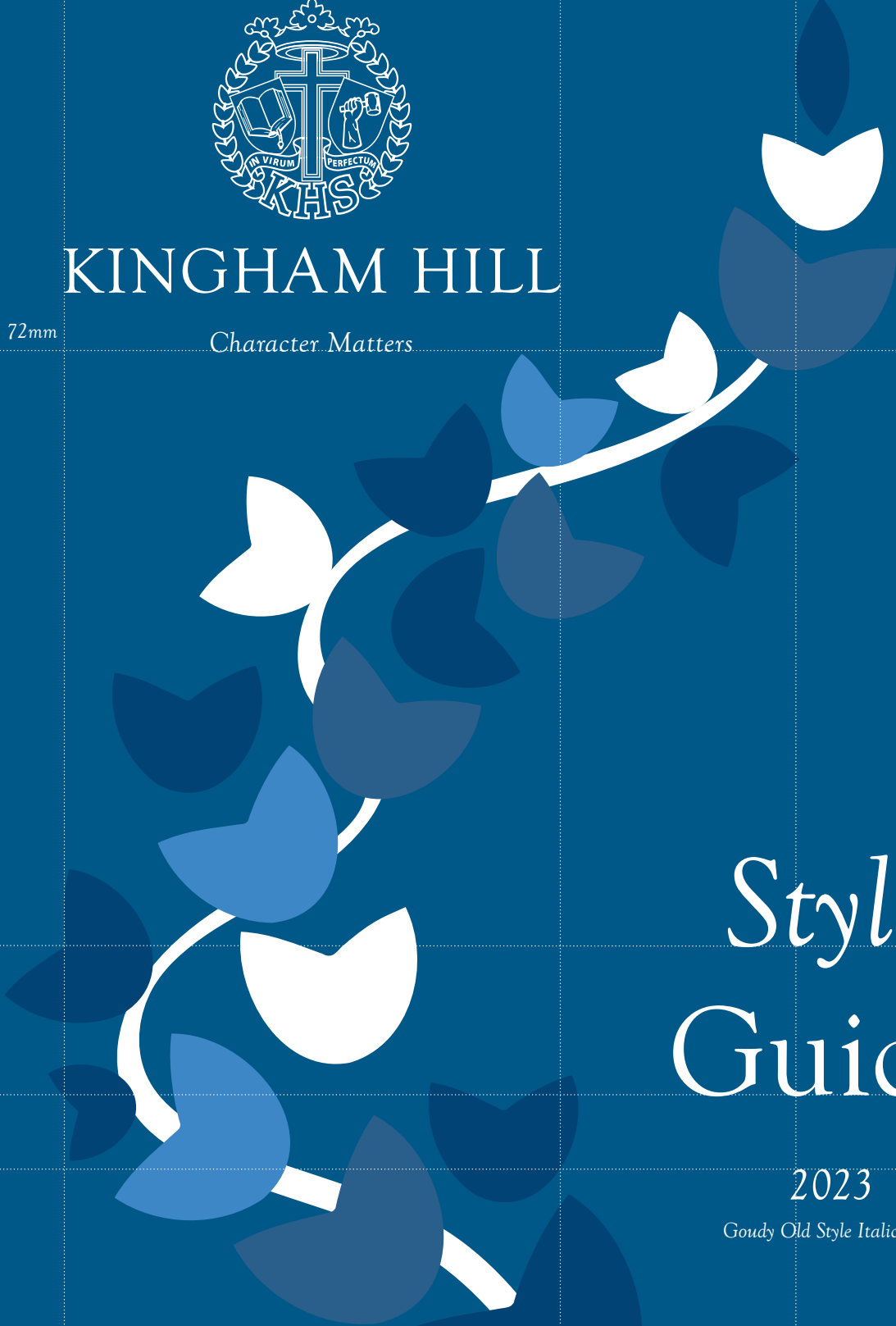
133mm



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72mm

Character Matters



Style Guide

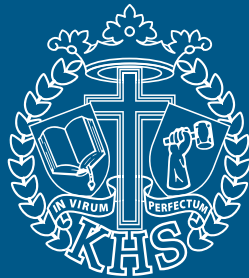
168mm

192mm

204mm

2023

Goudy Old Style Italic 21pt



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192mm

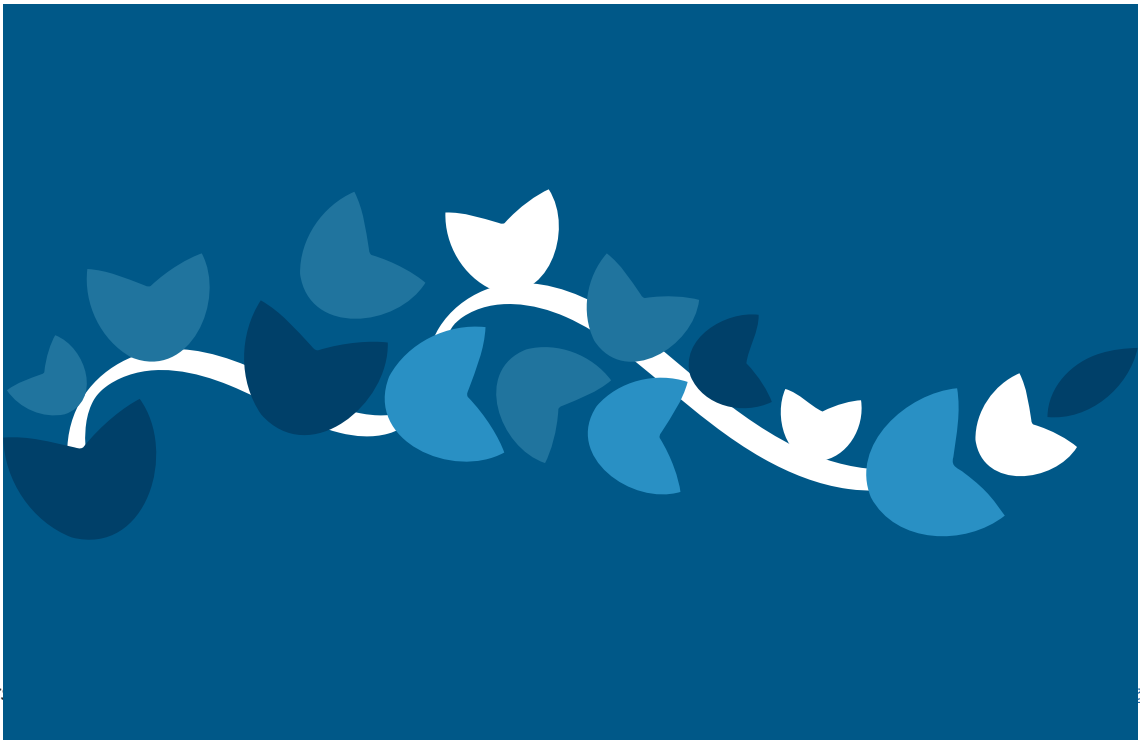
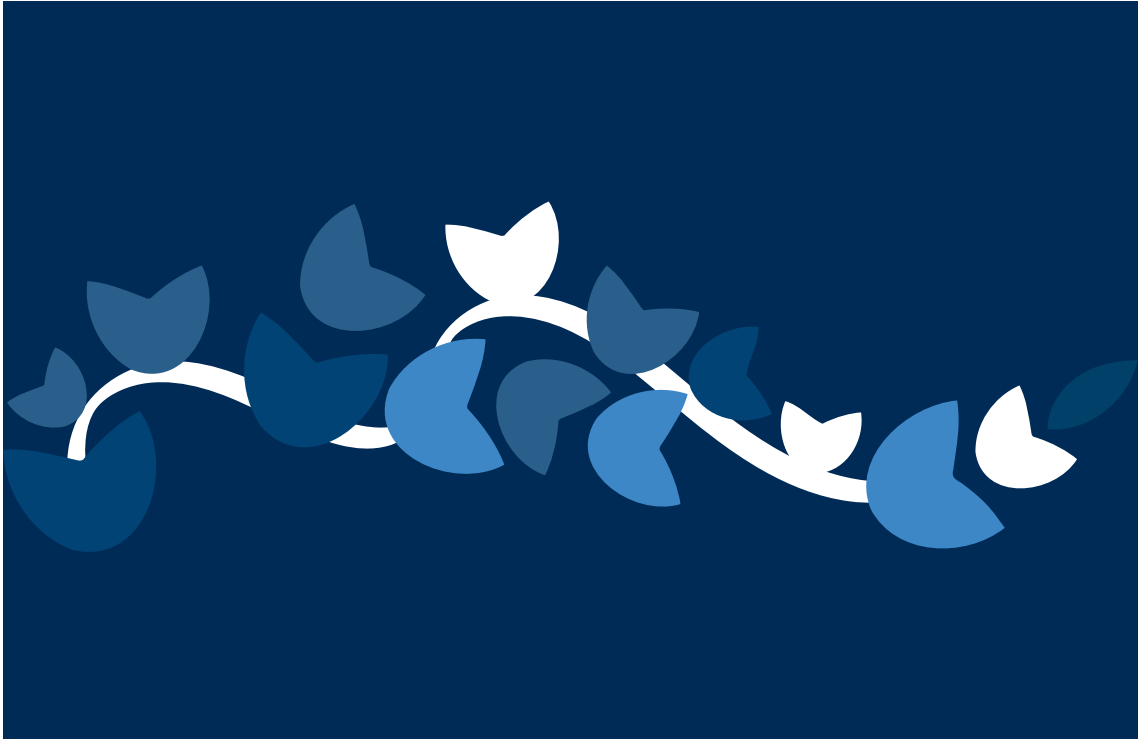
www.kinghamhill.org.uk

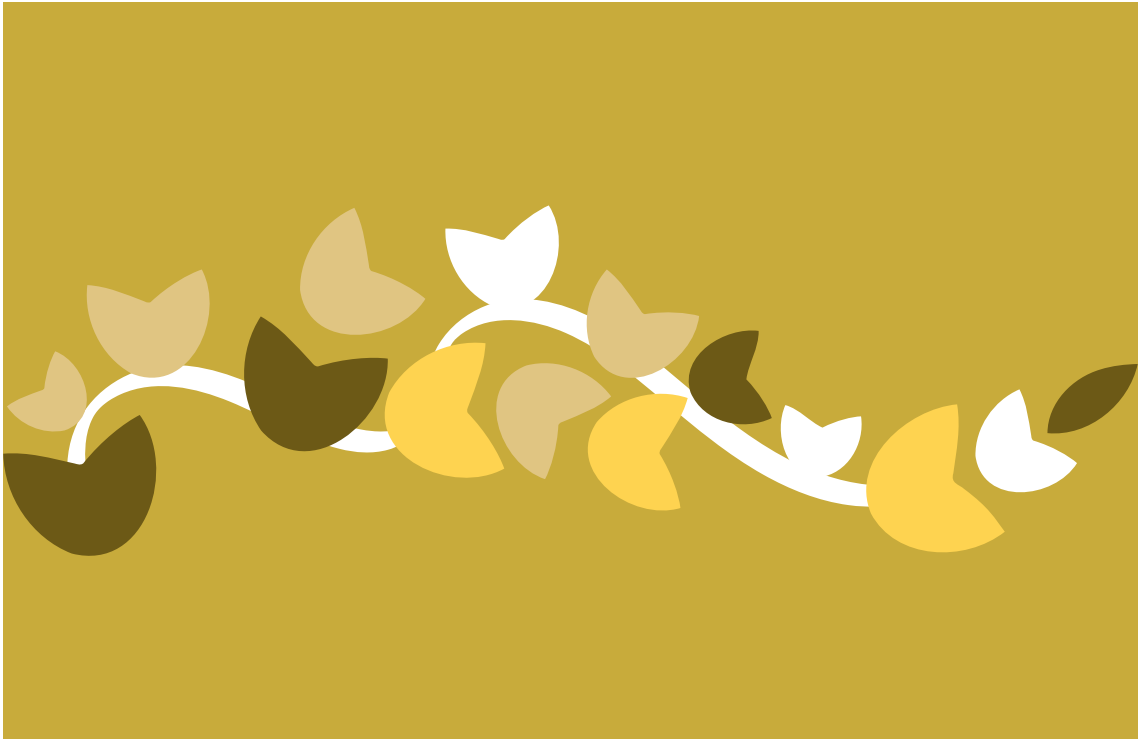
216mm

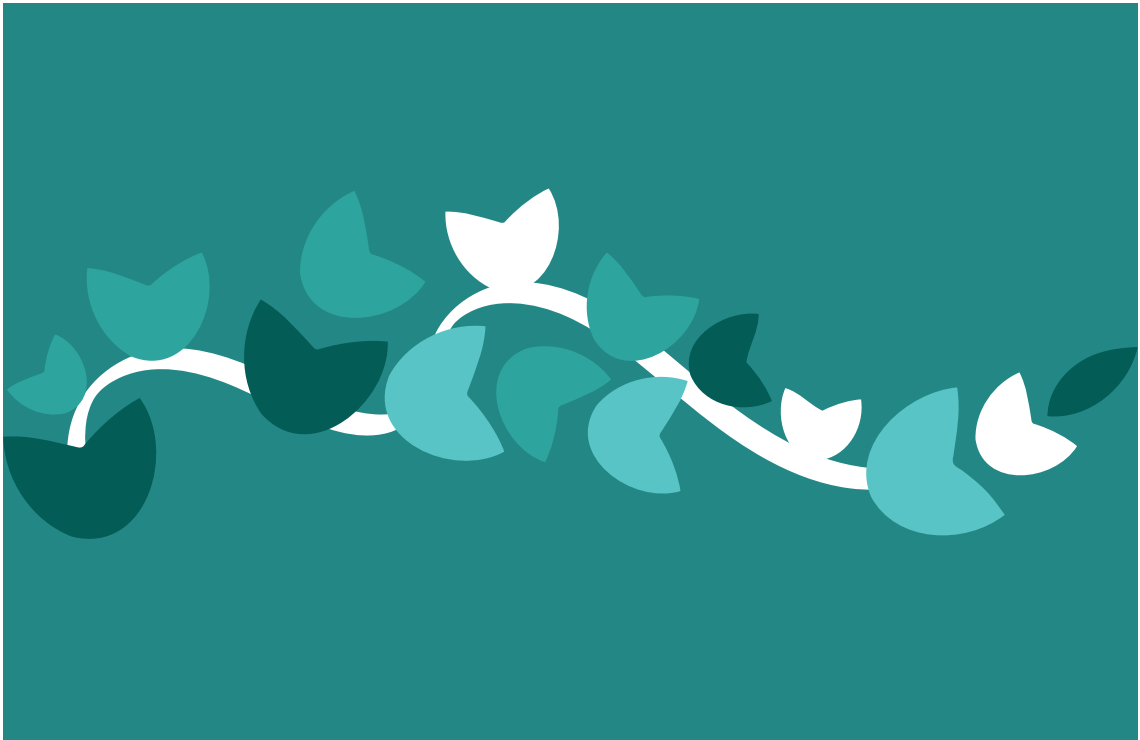
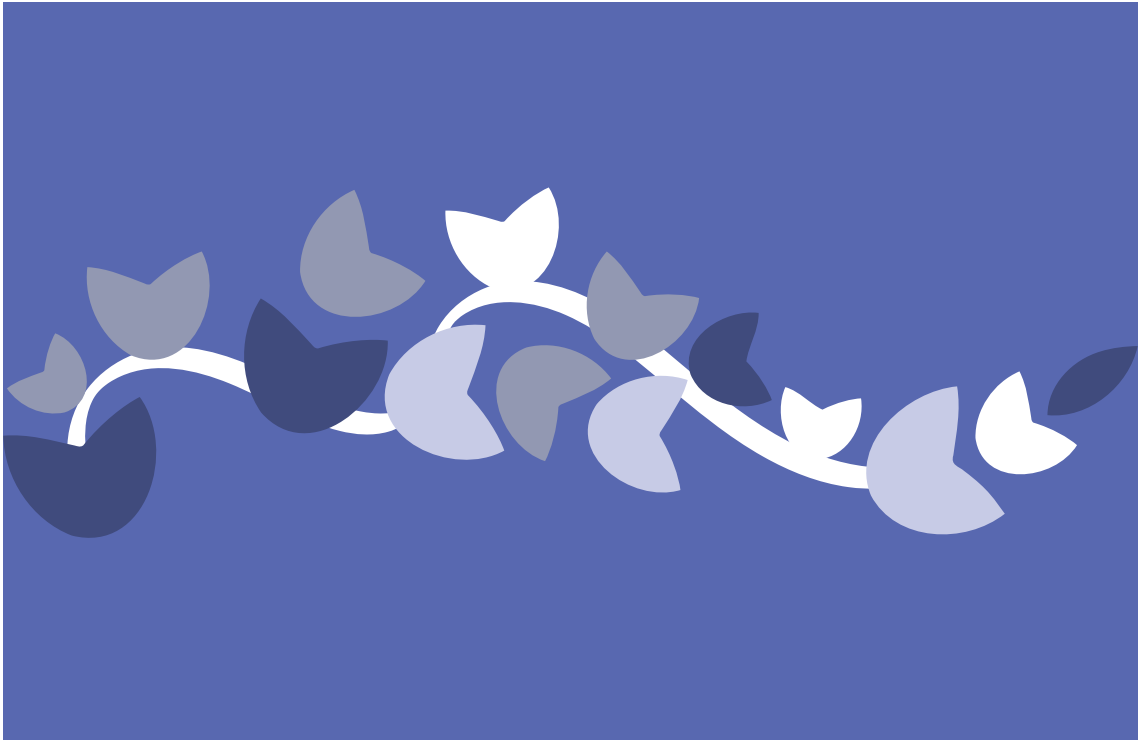
Goudy Old Style Regular 18pt

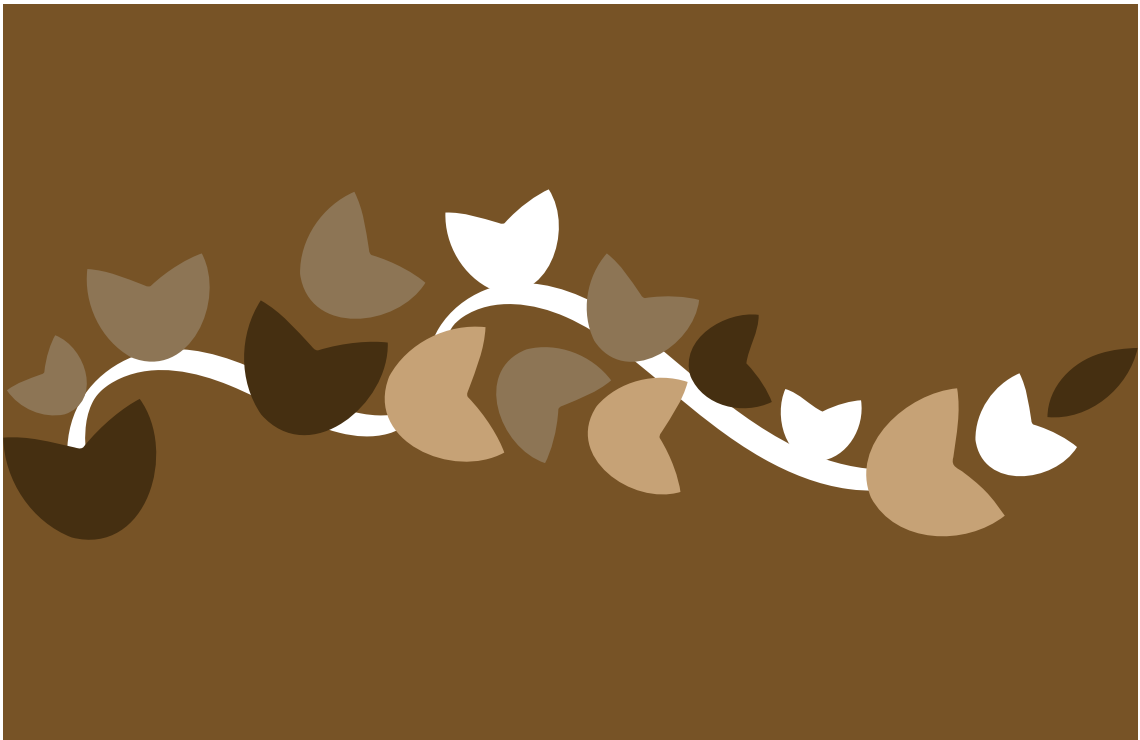
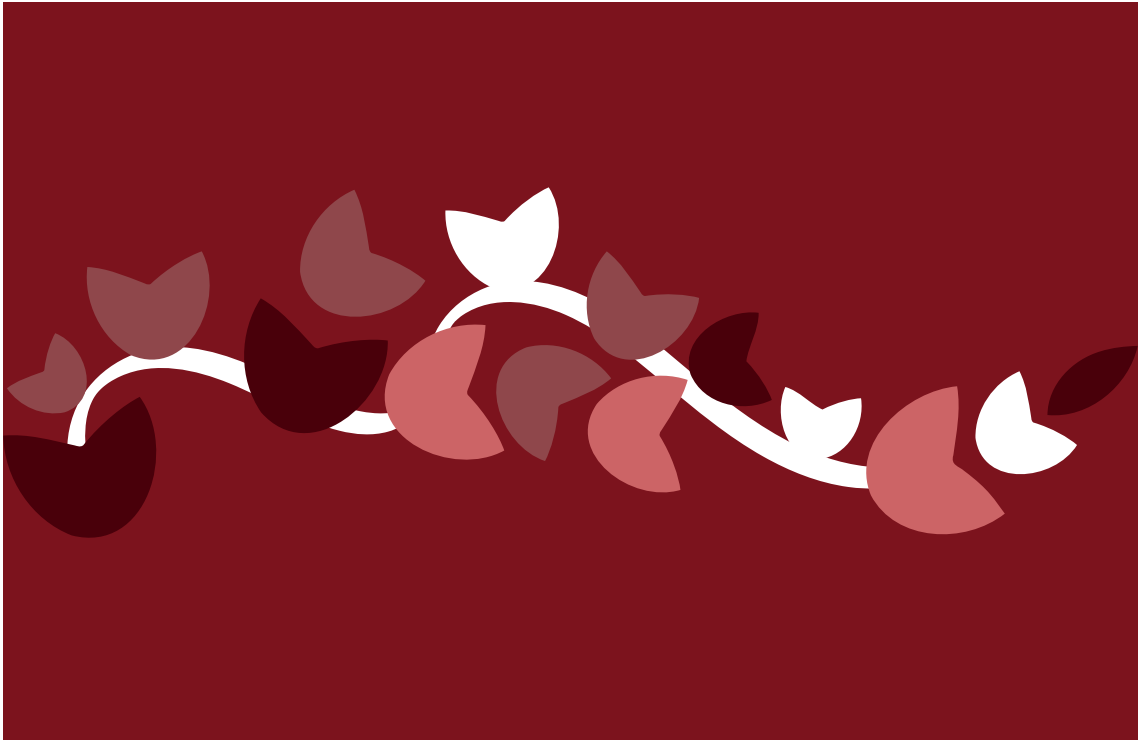
Vines: long vines

https://drive.google.com/drive/folders/1GV-q3gz2JGavRaV_G0ImIWeF8-Qd8Y9K?usp=share_link









Email signature banner (idea)

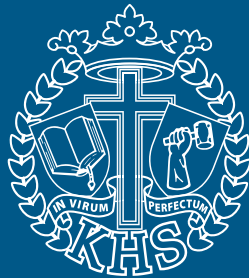
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 <p>KINGHAM HILL <i>Character Matters</i> www.kinghamhill.org.uk</p>	<p>Open Day Saturday 4th February 2023 www.kinghamhill.org.uk/openday</p>
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Video covers

https://drive.google.com/file/d/1Jtzcc19PW5J-qEjDt61H29a2lxybzj-5/view?usp=share_link





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