

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:	Print:
HEX value: # 1E4226	C: 85 M: 47 Y: 89 K: 56
R: 30 G: 66 B: 38	



POWDER BLUE

Digital:	Print:
HEX value: # 78A0C0	C: 57 M: 28 Y: 14 K: 2
R: 120 G: 160 B: 192	



SLATE

Digital:	Print:
HEX value: # 67869B	C: 63 M: 37 Y: 28 K: 10
R: 103 G: 134 B: 155	

ACCENT COLOUR (USE SPARINGLY)



POPPY RED

Digital:	Print:
HEX value: # D24237	C: 11 M: 85 Y: 75 K: 2
R: 210 G: 66 B: 55	

PINK PIGEON RELATED (LIGHTHEARTED RATHER THAN CORPORATE USE)



FARINGDON SCHIAPARELLI PINK

Digital:	Print:
HEX value: # DB1A54	C: 7 M: 97 Y: 49 K: 1
R: 221 G: 26 B: 84	

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

