



S C H E M E S E R V E

Core Branding **Guidelines**

LOGO LOCKUP

Logo Introduction

All branded communications use the full colour logo lockup.

There is a CMYK version for use in all printed applications and an RGB version for use within all on screen or digital applications.

The logo is set up in both landscape and portrait formats. Only the logos shown on the right must be used, do not attempt to re-work into any other structural format or scale individual elements.

> Light Background



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> Purple Background



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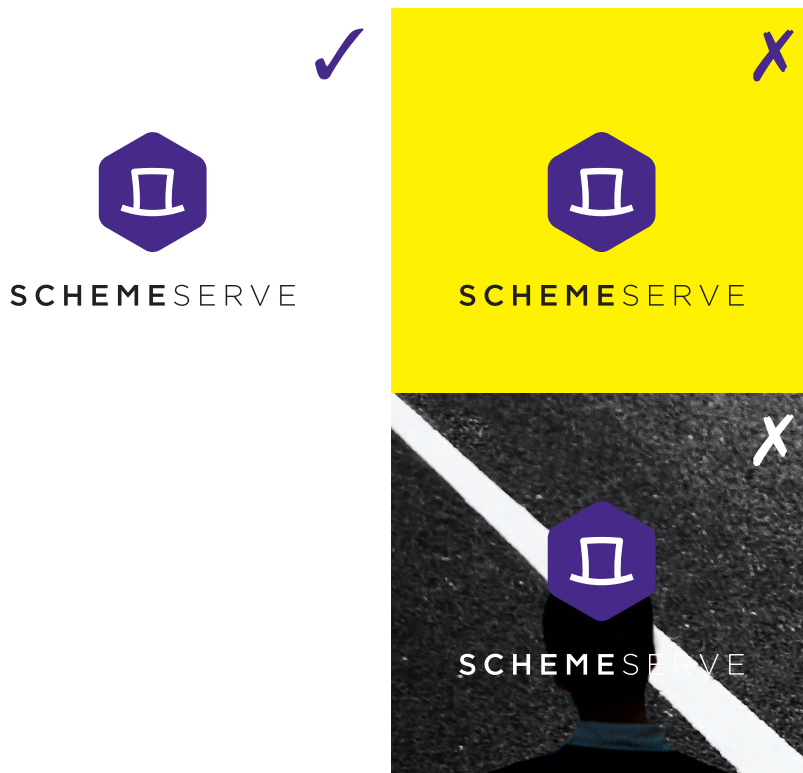
SCHEMESERVE

LOGO LOCKUP

COLOUR VARIANTS

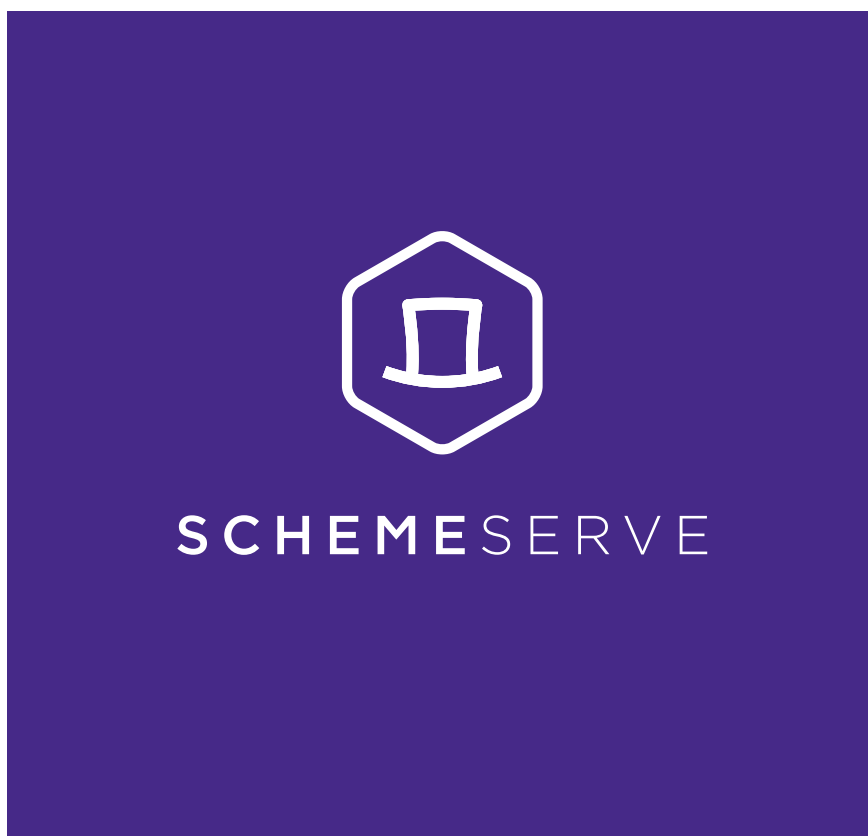
The full colour logo lockup should only be used on white background and should be applied whenever creating applications.

The logo should never be placed over any colour or imagery.



MONO

The single colour version of the logo lockup is available. It can only be placed onto the solid corporate colour (both stated within this document). Again this must not be placed onto any other colour or imagery.



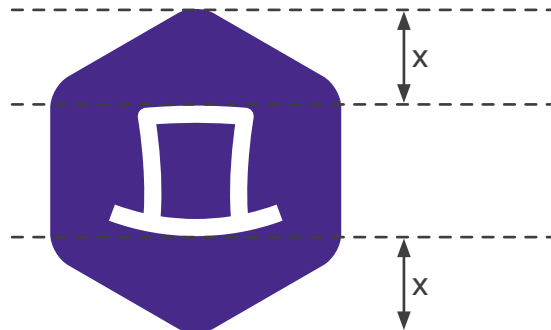
LOGO LOCKUP

POSITION

Always use either of the 2 structural formats supplied, it is left up to the user to decide on what format is best for their application. This ensures a consistent approach for all applications.

When positioning the logo, always ensure the correct amount of space is left around all sides of the logo, this is shown on the right.

Never recreate or separate the logo lockup.



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COLOUR

PRIMARY PALETTE

Our primary colour palette consists of two colours.

For all digital material, the colour codes given on the right must be used at all times.

For printed material, where possible CMYK versions must be used but when this isn't possible then the 2 spot colours must be used. Please note the logo is supplied as a 2 colour version.

No other colours should be used within the core branding.

CMYK 88 100 00 08
RGB 50 31 97
HEX #321f61

CMYK 00 00 00 100
RGB 0 0 0
HEX #000000



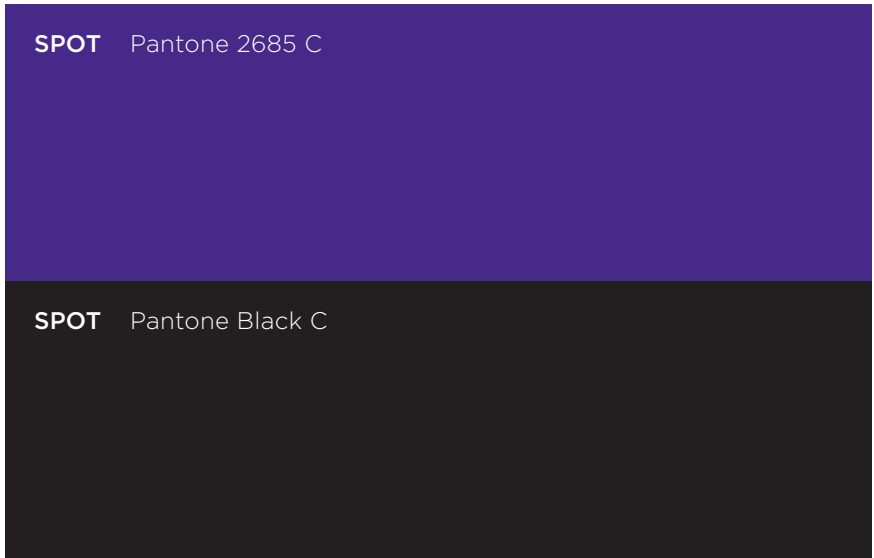
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COLOUR

SPOT COLOUR PALETTE

Where possible CMYK/RGB versions must be used but when this isn't possible then the 2 spot colours must be used. Please note the logo is supplied as a 2 colour version.

No other colours should be used within the branding.



FONTS

The main corporate font that is used for the core SchemeServe branding is listed on the right.

Only this font is to be used, no other fonts should be used in any case.

The font family has been picked due to the choice of weight options that are available for both print and digital.

The main uses have been listed on the right and should be kept to but again we've allowed the user some flexibility when using the font in a way they see suitable for their application.

If for any reason the user is struggling to find this font then please contact SchemeServe.

TITLE AND SUB HEADING FONTS

> **Raleway Extra Light**

To be used for large title headings only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

> **Raleway Light**

To be used for smaller headings only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

> **Raleway Regular**

Can also be used for smaller headings as an alternative to Light. Also to be used for sub headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

BODY FONT

> **Raleway Regular**

The body font should be Raleway Regular in the following colour:

CMYK 40 31 31 22
RGB 134 134 134
HEX #868686

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed malesuada in tortor eu luctus. Etiam vestibulum molestie erat, ac tincidunt justo venenatis ullamcorper. Pellentesque consectetur tempor purus, nec mattis velit egestas non.



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CONTACT DETAILS

If you have any questions regarding the core branding guidelines then please contact us on the below details for further instruction.

Obsessive Support™ Team

Call: +44 (0) 1223 850741

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