



FAIRWAY **VILLAGES**

BRANDING STYLEGUIDE

Primary Brand Logo

Full Colour



Reversed



Mono



Unique Village Logo Example

Full Colour



Reversed



Mono



Colours

Primary Colours

Blue



CMYK 100 76 0 53
RGB 0 39 96

Green 1



CMYK 42 0 100 0
RGB 161 205 58

Green 2



CMYK 53 7 100 0
RGB 135 185 64

Green3



CMYK 64 1 100 0
RGB 102 186 69

Green 4



CMYK 82 17 100 4
RGB 45 149 69

Green 5



CMYK 70 0 100 0
RGB 81 184 72

Blue Green



CMYK 89 44 53 21
RGB 16 101 104

Secondary Colours

Grey



CMYK 0 0 0 80
RGB 88 89 91

Fairway Villages - Font

Primary Font

Akrobat - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*():"?><

Akrobat - ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*():"?><

Akrobat - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*():"?><

Akrobat - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*():"?><

Akrobat - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*():"?><

Akrobat - ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*():"?><

Akrobat - Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*():"?><



Branding Elements & Imagery