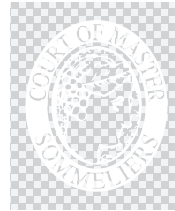


# COURT OF SOMMELLIERS OCEANIA | STYLE GUIDE

## LOGO



The Full colour logo should be used in all colour applications. The White can be used as a single colour reversed out on a Maroon or Black background. The black should only be used in greyscale printing. Do not alter these colours.

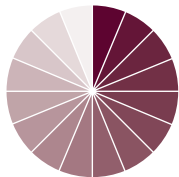
## WATERMARK



The Watermarks can be used freely as design elements. It is preferred when they are cropped or "bled" off the page. You can rotate and flip the image if desired. In banners the watermark is often heavily cropped and flipped as it is on this page. The Black Watermark should only be used in greyscale printing.

## COLOUR

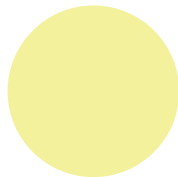
### Primary Colours



#### MAROON

CMYK: 43, 100, 54, 50  
RGB: 94, 7, 50  
HEX: #5E0732

All tints of Maroon are permitted in Watermarks and elements. Do not alter the colour in the Logo

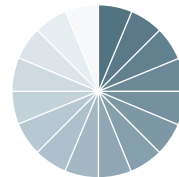


#### BUTTER

CMYK: 5, 0, 49, 0  
RGB: 245, 241, 156  
HEX: #F5F19C

**IMPORTANT:**  
This colour is only present in the logo and should not be used anywhere else.

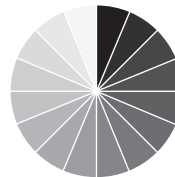
### Secondary Colours



#### AEGEAN BLUE

CMYK: 32, 0, 0, 60  
RGB: 83, 115, 131  
HEX: #5E0732

All tints of Aegean Blue are permitted in Watermarks and elements.



#### BLACK

CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: #000000

All tints of Black are permitted. Only use the black watermark for greyscale printing

## TYPE

Use for Headings and Subheadings in **UPPERCASE**

### ACUMIN PRO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Use for Body Text on **light** backgrounds

### Acumin Pro SemiCondensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Use for Italicised Body Text on **light** backgrounds

### Acumin Pro SemiCondensed Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Use for Body Text on **dark** backgrounds

### Acumin Pro SemiCondensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Use for Italicised Body Text on **dark** backgrounds

### Acumin Pro SemiCondensed Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Use for Bold Body Text on **any colour** background

### Acumin Pro SemiCondensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Use for **pull quotes**

### Courgette

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Can be used on cover and back cover titles, as well as company motto and mission statements

### Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789

## EMAIL

Body text in emails should be set at Calibri Regular 11pt

### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz0123456789