



PANTONE 186 C
C:0 M:100 Y:75 K:4
R:198 G:12 B:48
HTML: C60C30



PANTONE 285 C
C:90 M:48 Y:0 K:0
R:0 G:115 B:207
HTML: 0073CF

SPACING AROUND THE LOGO
A SPACE EQUAL TO THE WIDTH OF
THE LETTER E MUST SURROUND
THE LOGO AT ALL TIMES.



CLIENT:
Bear Hill Studio

PROJECT:
Identity Design
FINAL- Colour

DATE:
November, 2010



GREYSCALE- 100%



BLACK

MINIMUM SIZE OF LOGO

THE LOGO CAN NOT BE SMALLER THAN 30%
OF THE ORIGINAL SIZE OR 1" IN HEIGHT



80%



40%



30%

SCALED VERSIONS



CLIENT:

Bear Hill Studio

PROJECT:

Identity Design
FINAL - GrayScale

DATE:

November, 2010



CLIENT:
Bear Hill Studio

PROJECT:
Identity Design
FINAL- Solid Colours

DATE:
November, 2010

PRIMARY TYPEFACE

FUTURA DISPLAY D

Regular

1234567890!@#\$%^&*([{;:<>?

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas scelerisque mi eu tortor ultrices in scelerisque nunc venenatis. Curabitur ac mauris quam. Vivamus bibendum imperdiet blandit. Donec imperdiet ultricies scelerisque. Nunc interdum leo ut nisi pharetra molestie. Maecenas facilisis mattis lorem, eu tempus ante hendrerit id. Donec scelerisque erat vel nunc lobortis pulvinar.

BEAR- (118% WIDTH OF TYPEFACE)

STUDIO- (100% WIDTH OF TYPEFACE)

SECONDARY TYPEFACE

Ephesis-

Rob

1234567890!@#\$%^&*([{;:?

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas scelerisque mi eu tortor ultrices in scelerisque nunc venenatis. Curabitur ac mauris quam. Vivamus bibendum imperdiet blandit. Donec imperdiet ultricies scelerisque. Nunc interdum leo ut nisi pharetra molestie. Maecenas facilisis mattis lorem, eu tempus ante hendrerit id. Donec scelerisque erat vel nunc lobortis pulvinar.

Hill (100% WIDTH OF TYPEFACE)



CLIENT:

Bear Hill Studio

PROJECT:

Identity Design

FINAL- TYPE

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November, 2010

Professionally Printed Documents

all offset printed pieces are printed using Pantone inks. These are specific to professional printers and not to be used inhouse. CMYK is also used for professional printing when printing digitally.

In-House Printed Documents

All in house printing should be done using the CMYK files provided. While this does not guarantee colour accuracy, it will bring the colour closer to the original pantone colours of the logo.

Web and Digital Documents

Web and Digital files are seen by the viewer through a different light and therefore use a different colour spectrim. RGB and HTML files are for web use ONLY.

A complete set of the Identity will be sent. Included in the set will be the following:

Identity Standards Document

Logo - colour- Pantone (Print)

- *jpg*
- *tiff*
- *pdf*
- *eps*

Logo - colour-CMYK (Print)

- *jpg*
- *tiff*
- *pdf*
- *eps*

Logo - colour-RGB (Web)

- *jpg*
- *eps*
- *gif*
- *png*

Logo - colour-HTML (Web)

- *jpg*
- *eps*
- *gif*
- *png*

Logo - black

- *jpg*
- *tiff*
- *pdf*
- *eps*

Logo - grayscale

- *jpg*
- *tiff*
- *pdf*
- *eps*

Logo - white

- *jpg*
- *tiff*
- *pdf*
- *eps*



CLIENT:
Bear Hill Studio

PROJECT:
Identity Design
FINAL- FILE TYPES

DATE:
November, 2010