

# SHELLEY DARLINGTON

SHELLEY DARLINGTON  
BRAND GUIDELINES 2015  
AUTHORED BY RAINE & MAKIN

Please do not hesitate to contact Raine & Makin with any queries you may have in relation to this document or applications of the Shelley Darlington identity. Files of all brand assets can be supplied upon request.

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## BRAND IDENTITY

### DESIGN INTENT

The Shelley Darlington brand identity is based on the concept of positivity, movement and support. The custom logotype based off Gravur Condensed, alludes to the fusion of multiple skillsets while providing visual movement and interest. The SD brand mark provides an alternative visual where the use of the full logotype is not applicable, for example as a website favicon.

The friendly yet bold typography mixed with a bright and dynamic colour palette aims to give a sense of approachability while maintaining a level of professionalism and leadership. Simplicity in design and layout provides flexibility for future applications and positioning of the brand.

## BRAND ELEMENTS

### COLOUR

CMYK: C86 M92 Y6 K1  
RGB: R71 G43 B148  
HEX: #472b94

CMYK: C66 M0 Y26 K0  
RGB: R29 G203 B202  
HEX: #1dcba

CMYK: C66 M59 Y58 K43  
RGB: R69 G69 B69  
HEX: #454545

## LOGO

### CLEAR SPACE & MINIMUM SIZE

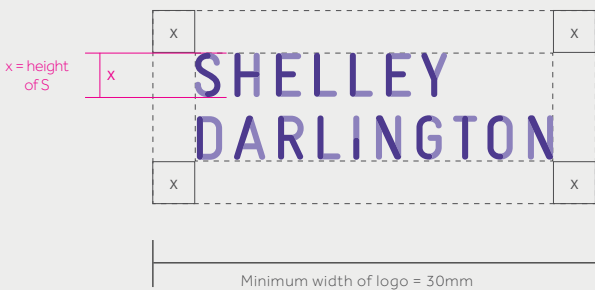
The minimum amount of clear space the logo should have around it in all applications is shown below.

To maintain legibility, never reproduce the logo at widths less than 30mm wide.

### COLOUR TREATMENT

The logo should always appear on a white or light grey background. Where possible, a mixture of the purple and teal shades should be used throughout applications, especially to highlight links or pull quotes.

### PRIMARY LOGO



### SECONDARY LOGO

SHELLEY  
DARLINGTON

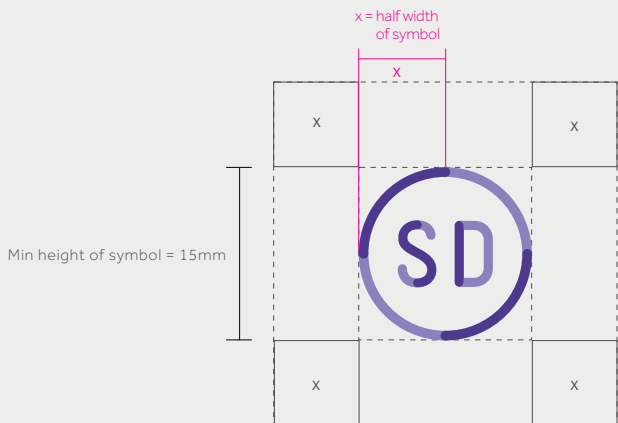
### TYPEFACE

Effra Light (body copy)

AaBCcDd  
012345

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*(){} \ / 0123456789 = / \* - + . \_

## BRAND MARK



## COLOUR VARIATIONS



### GRAVUR CONDENSED BOLD (HEADING)

AaBCcDd  
012345

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
!@#\$%^&\*(){} \ / 0123456789 = / \* - + . \_