

FOGARTY HALL

MINI STYLE GUIDELINES



BRAND COLOURS

Ensure all HEX, RGB, CMYK and Pantone values follow the below guidelines to maintain consistency across all print and digital media. Pantones and foils should only be used for offset printing, please use CMYK values for standard print media. The only application where RGB values should be used is digital fabric printing and digital content where HEX values cannot be used.

Primary



Blue Grey
HEX #435570
CMYK 79 61 35 22
PMS 4143 C



Copper
HEX #B86748
CMYK 22 65 72 11
PMS 4014 C
Foil Milford Astor GFE 421

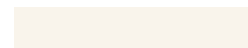


Black
HEX #000000
PMS Black C

Secondary



Granite
HEX #D7D2CB
CMYK 18 16 21 1
PMS Warm Grey 1 C



Bone
HEX #F7F6EE
CMYK 2 3 7 0
PMS 9184 C 40% tint

FONTS

The brand font is **Gibson** which is to be used across all Fogarty Hall packaging and digital platforms that allow custom fonts to be installed.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Headings

Gibson Medium or Semibold

Body

Gibson Light or Regular

In situations where the brand font cannot be applied — such as Microsoft Office and web (eg. email signatures) — **Arial** is to be used. To maintain readability and uphold brand consistency, serif fonts like Palatino are not to be used under any circumstances.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Fallback Font (Web Safe)

Arial

PRIMARY LOGOS

Use full logo with supporting statement where possible, logo colour can be any swatch from the primary colour palette as long as there is enough contrast in comparison to the background.



FOGARTY HALL

Stacked primary when not used as a lockup, ie. supporting statement is used as a separate element within the same space
Minimum height 26mm



FOGARTY HALL

FINE WINE ESTATES

Stacked primary lockup with supporting statement
Minimum height 29mm

SECONDARY LOGOS

Can be used when stacked logo cannot. Monogram can be used by itself as a decorative sign off to footers and instances where Fogarty Hall is mentioned separately in the same space, eg. back labels.



FOGARTY HALL

Horizontal primary
Minimum height 18mm



FOGARTY HALL
FINE WINE ESTATES

Horizontal primary with supporting statement
Minimum height 20mm



Monogram
Minimum height 15mm



Examples of colour usage