St. Columb's Park House

THE HEART IN THE PARK

BRAND GUIDELINES

LOGO

There are two variations of the new logo design for St. Columb's Park House. The main logo design contains the text "St. Columb's Park House" and "The Heart in the Park" below the four hearts design.

The secondary logo features the text "St. Columb's Park House" and "The Heart in the Park" to the right of the four hearts design.

The logo features iconography specific to the house. The swing represents the children's parks at the house , the dog represents the dog walkers, St. Columb represents the community and the oak tree represents all those who love the park and are not included in the previous iconography.

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There are three extra heart elements that can be used in conjunction with the official logo of St. Columb's Park House. These are to be used as standalone icons, with the official logo only used in a small version to make clear the affiliation with the house. An example is shown here.

These icons are a coffee mug for the café, a set of bunk beds for the residential aspect of the house and a speech bubble for conferencing.

COFFEE?

CAFÉ ❯

St. Columb's Park House
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Example of proper usage of one of the extra elements of the St. Columb's Park House logo.
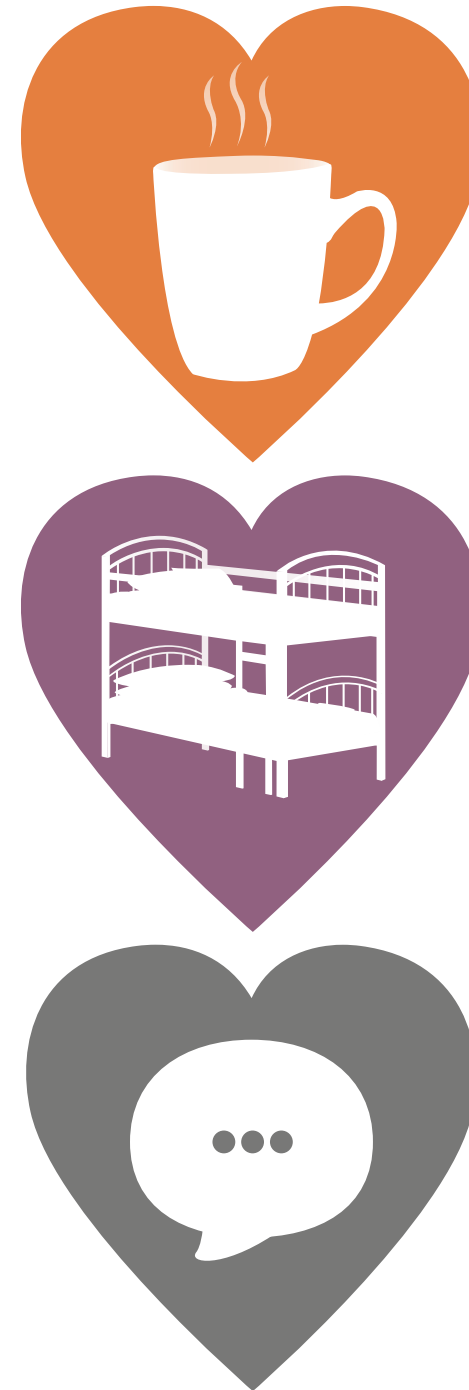
COLOURS

The colours used in the logo, the extra elements and colours to be used along side the logo are as follows:

C = 42   R = 153
M = 70   G = 97
Y = 30   B = 129
K = 4

C = 2   R = 235
M = 81   G = 87
Y = 86   B = 55
K = 0

C = 8   R = 226
M = 62   G = 122
Y = 91   B = 52
K = 0

C = 0   R = 255
M = 21   G = 203
Y = 73   B = 95
K = 0

C = 70   R = 75
M = 24   G = 157
Y = 23   B = 181
K = 0

C = 44   R = 153
M = 15   G = 180
Y = 74   B = 105
K = 0

C = 55   R = 120
M = 46   G = 120
Y = 46   B = 120
K = 11

C = 78   R = 50
M = 22   G = 150
Y = 50   B = 139
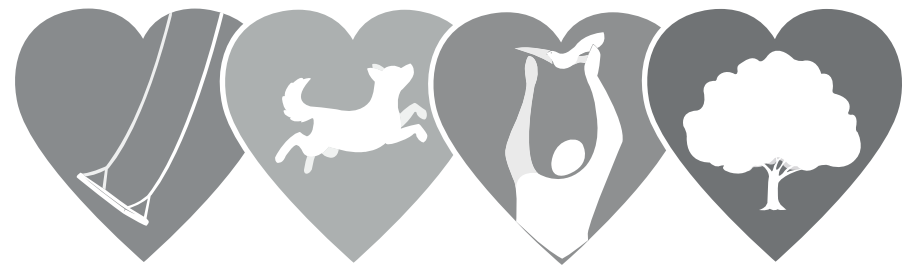K = 2
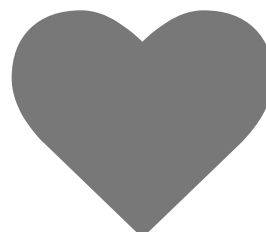
There are four potential colour variations of the logo for St. Columb's Park House. Two colour versions, one with black text and one with white, and two black and white versions, one with black text and one with white.
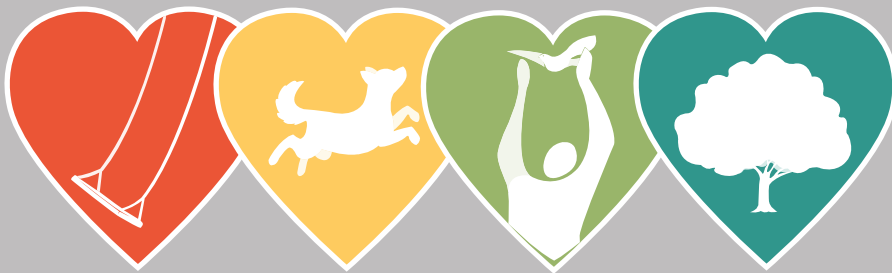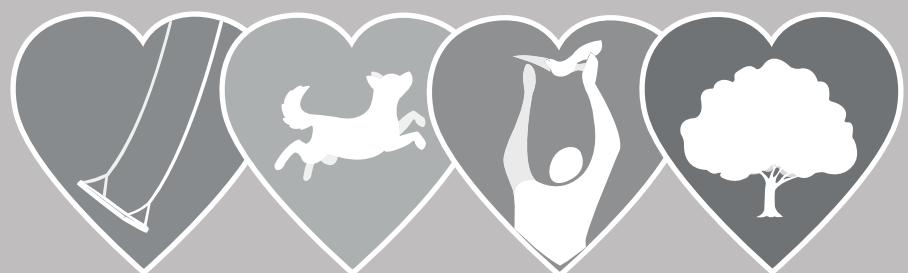
The versions of the logo should only be used on a solid background, coloured ones may be used but where possible stick to mid grey as this looks best.

St. Columb's Park House
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St. Columb's Park House
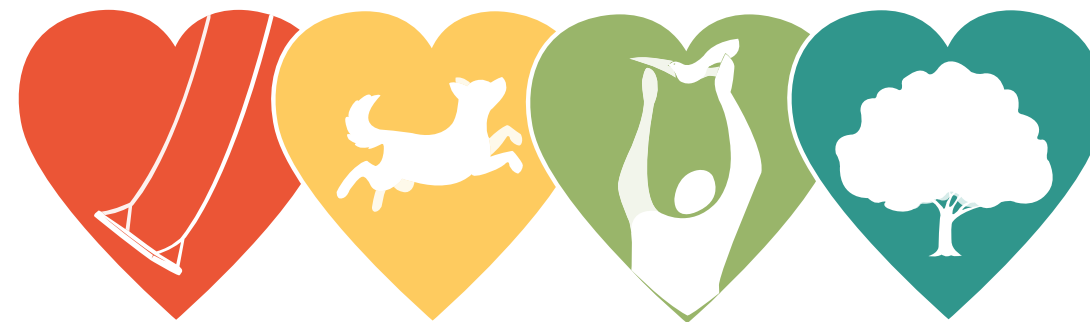THE HEART IN THE PARK

St. Columb's Park House
THE HEART IN THE PARK

St. Columb's Park House
THE HEART IN THE PARK

The St. Columb's Park House logo should always contain an area of white space around it as shown here.

LOGO

LOGO

St. Columb's Park House
THE HEART IN THE PARK

LOGO

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There are two fonts used in the St. Columb's Park House logo. These are as follows:

PRIMARY FONTS

GaramondNo8 - Bold

(This font is best used for titles or headlines.)

PT Sans - Regular

(This font is best used for subheadings, body text or anything that isn't in GaramondNo8)

Both of these fonts are available for free for public use.

Another acceptable font that is not to be used in the logo but can be used in other material accompanying it, is as follows:

SECONDARY FONTS

Open Sans - Light

This is also a font that is freely available for public use.

These are the only fonts to be used in material created for St. Columb's Park House to ensure consistent brand identity moving forwards. These fonts have been chosen because they perform well on both print and web based assets.

For both print and web based material for St. Columb's Park House, the smallest font size should be no smaller than 10pts. This ensures readability across all platforms and media varieties.

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