



DESIGNGUIDE

All elements in this document are for preview and description of use only.
None of the graphic elements in this guide should be used in reproduction.

The corresponding graphic files are described with their filenames and filetypes.
These are separate files and exist as vector graphics in CMYK colour for all professional reproduction/print or reproduced as physical objects.
The bitmap versions (RGB colours) are in a fixed pixel size (for screen and office purposes).

Any reproduction or use should be confirmed and approved by the owner of the logo.

The Allanton Mill logo is copyrighted and trademarked.



The main logo shape consists of three elements
 The nametag Allanton
 The graphic MILL-symbol as the main visual property
 and the subtext "Est 1739"

The three elements should always be reproduced as described above and always in these proportions and distance between all three elements.

The perimeter described above by cornering lines shows the logo distance to other graphic elements, corners, edges etc.

There are different versions of the logo as described to the right. All have specific filenames.



AM_logo_NoBackground_Black.ai

This vector file has no background and consists of the graphic form only.



AM_CMYK_Colour_square_logo.ai
 and
 AM_PANTONE_Colour_square_logo.ai



AM_CMYK_Colour_Circular_logo.ai
 and
 AM_PANTONE_Colour_Circular_logo.ai

These two vector files are in both CMYK and PANTONE (spot) colours
 Colours are specified on page 3.



AM_Square_logo_Black.ai



AM_square_logo_Black_negative.ai

These two vector files are monochrome versions with the logo set in a fixed square, positive and negative.



AM_Circular_logo_Black.ai



AM_Circular_logo_Black_negative.ai

These two vector files are monochrome versions with the logo set in a fixed circle, positive and negative.

ADDITIONAL MESSAGE

These two vector files are monochrome versions with an additional value attached to the main logo. This design sets the standard of how additional services or values can be endorsed to the logo.

These two are all in the same variants as the main logo.



AM_cottage_NoBackground_black.ai



AM_cottageS_NoBackground_black.ai

TYPEFACE

The nametags Allanton and cottage/cottages are set in **STOREFRONT PRO**. The font is then rotated counterclockwise so that the font gives an impression of being slanted. The letters then get a 90 degree vertical on the baseline and the text seems skewed upwards from left to right.

However, this typeface is adjusted to fit and are outlined in all graphics. The Storefront Pro typeface should be used like this only. Always as a signifier and endorsed to the MILL visual property.

The tagline text: Est 1739 is set in **GOUDI OLD STYLE, Bold**.

This tagline should always be used, even if reproduced very small and unreadable.

The Goudi Old Style font may be used in main messages consisting of single words or three to six sentences like in a printed folder or on the website.

The two headlines and the text on the top left are examples of how the Goudi Old Style typeface can be used.

All other bodytext should be set in **CALIBRI** in the appropriate weight ranging from
Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Bold
Calibri Bold Italic

COLOURS

All colours are specified in the following:

Red Green Blue

Intended for screen and home printing

CMYK colours

Intended for all professional print

HEX # (

Intended for web and coding

PANTONE

Intended for Spot colour value, print and foil

RAL

Intended for materials, solid coloured

Black is always 100%.

Note:

All vectorfiles are in Adobe Illustrator format



RGB

R 99
G 53
B 16

CMYK

C 38
M 73
Y 95
K 55

HEX

633510

PANTONE

732 C

RAL

RAL 8007



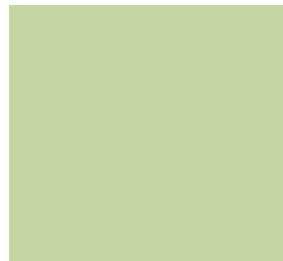
R 210
G 158
B 14

C 17
M 36
Y 98
K 5

D29E0E

7555 C

RAL 1032



R 196
G 212
B 164

C 29
M 6
Y 44
K 0

C4D4A4

580 C

RAL 6019



Est 1739

CONTACT INFORMATION

Unauthorized use of any artwork mentioned in this manual will be subject to legal prosecution

Allanton Mill
Auldgirth
DUMFRIES
DG2 0UB
UK