



GWO | PIÑA BUCHANAN

BRAND GUIDELINES

GWO PIÑA BUCHANAN

PRESENTED BY:
CAMERON THORNE





MAIN LOGO - HORIZONTAL



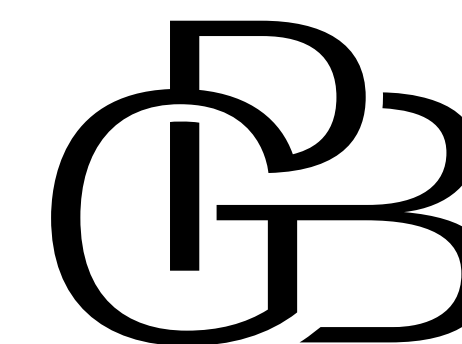
MAIN LOGO - VERTICAL



LOGO TYPE



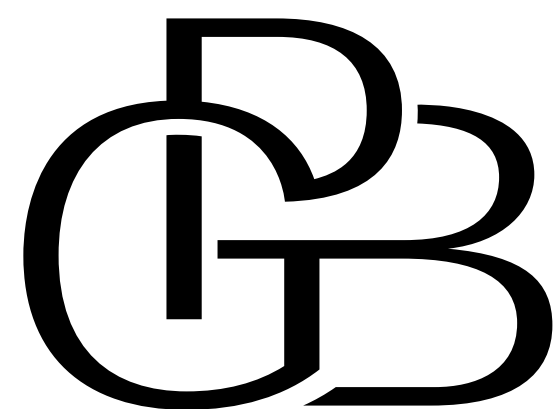
IN-LINE LOGO TYPE



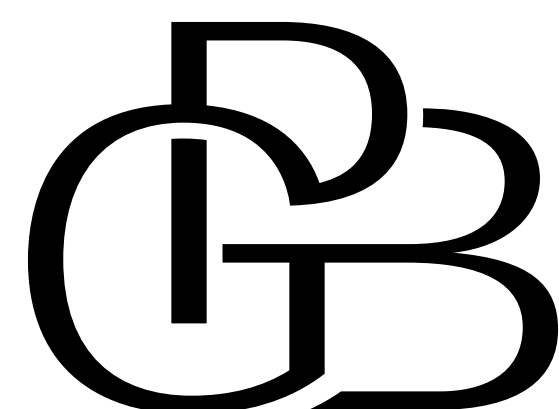
MONOGRAM



LOGO

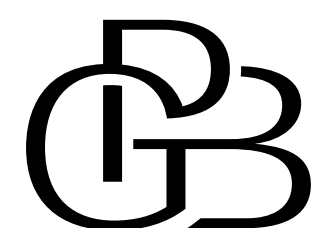


GWO | PIÑA
BUCHANAN

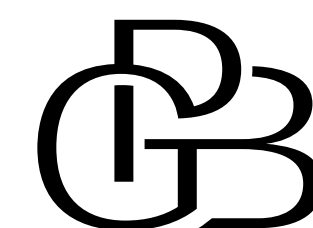


GWO | PIÑA
BUCHANAN

MAIN LOGO - LARGE/MEDIUM
FONT: FAHKWANG REGULAR
TRACKING "GWO" & "PIÑA": 215px
TRACKING "BUCHANAN": 230px



GWO | PIÑA
BUCHANAN



GWO | PIÑA
BUCHANAN

MAIN LOGO - SMALL/X-SMALL
FONT: FAHKWANG MEDIUM
TRACKING "GWO" & "PIÑA": 215px
TRACKING "BUCHANAN": 230px



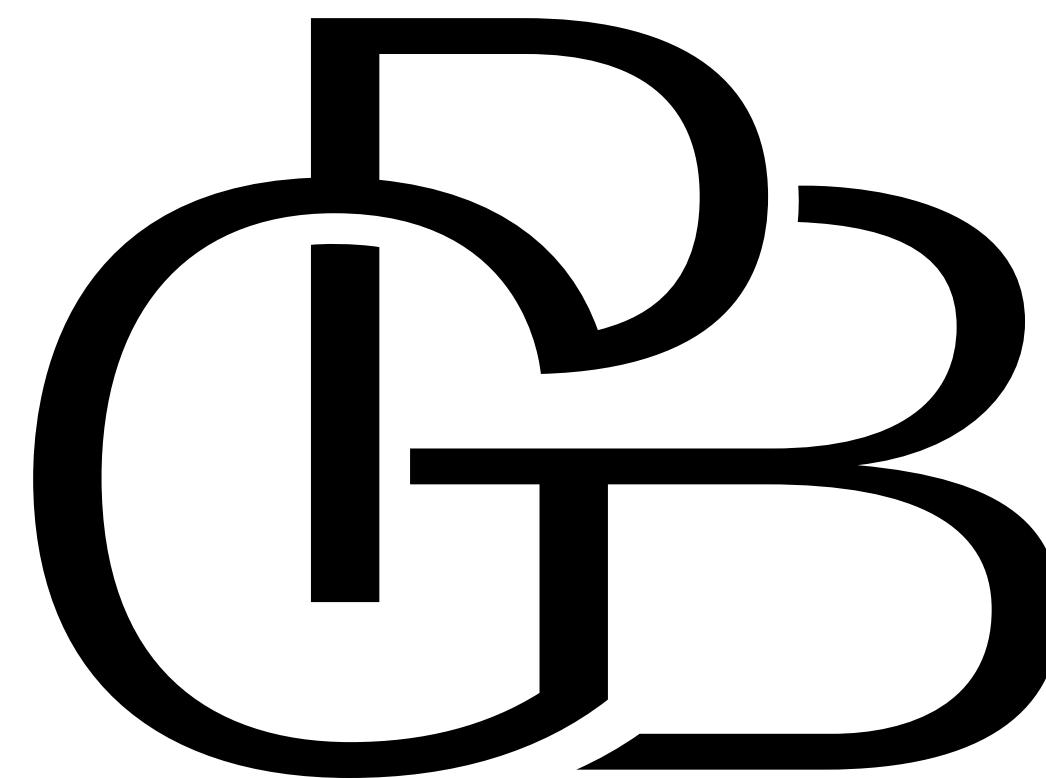
LOGO

GWO | PIÑA
BUCHANAN

LOGO TYPE - LARGE/MEDIUM
FONT: FAHKWANG REGULAR
TRACKING "GWO" & "PIÑA": 215px
TRACKING "BUCHANAN": 230px

GWO | PIÑA
BUCHANAN

LOGO TYPE - SMALL/X-SMALL
FONT: FAHKWANG MEDIUM
TRACKING "GWO" & "PIÑA": 215px
TRACKING "BUCHANAN": 230px



LARGE/MEDIUM
MONOGRAM



SMALL/X-SMALL
MONOGRAM



GWO PIÑA BUCHANAN

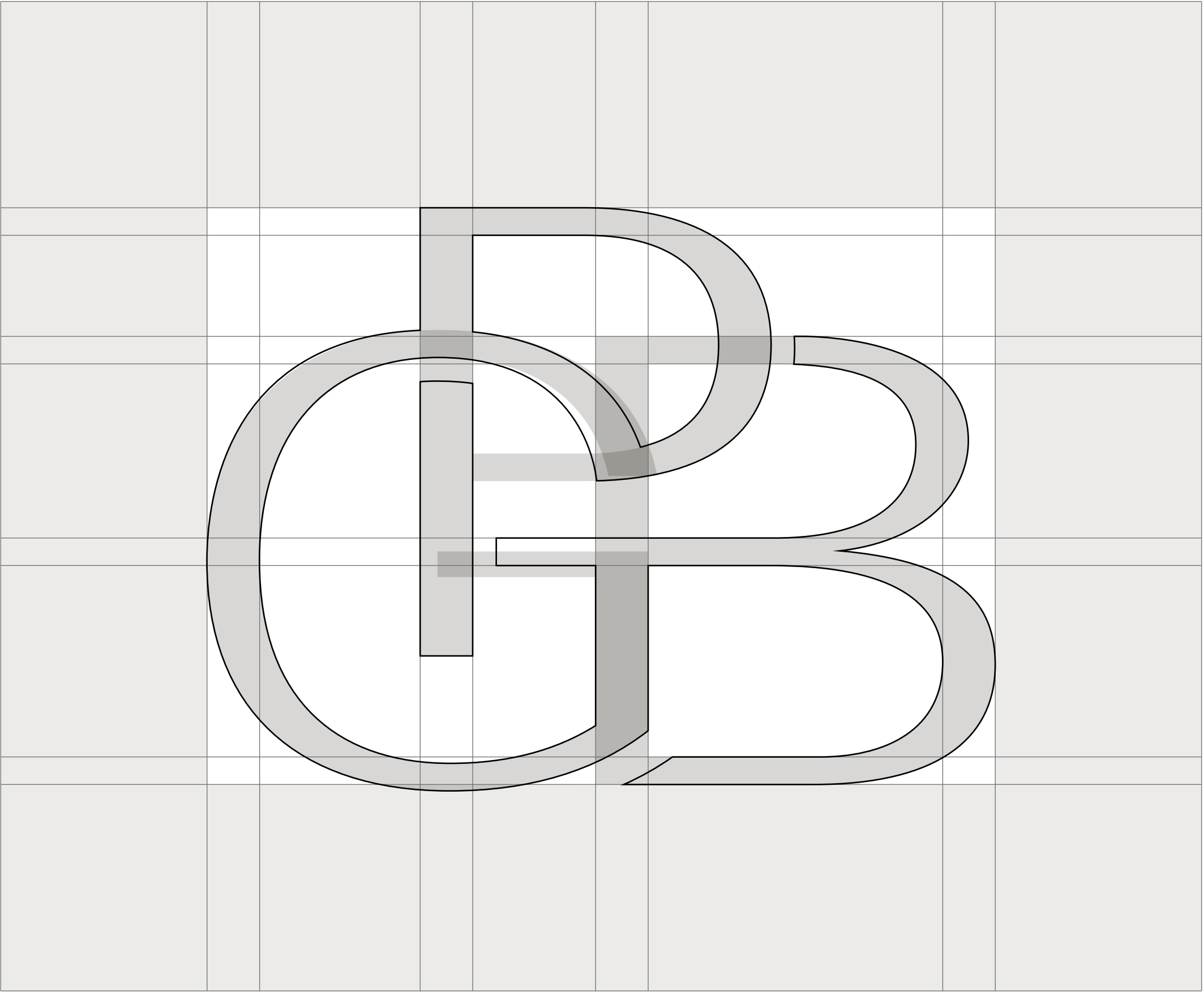
IN-LINE LOGO TYPE - LARGE/MEDIUM
FONT: FAHKWANG REGULAR
TRACKING: 225px

GWO PIÑA BUCHANAN

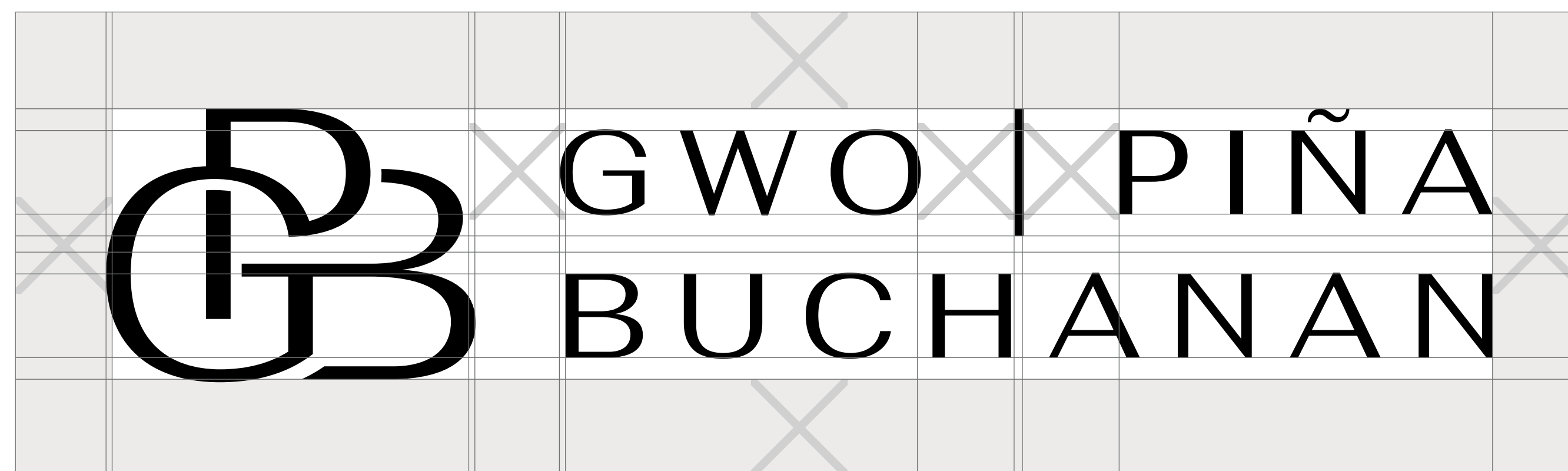
IN-LINE LOGO TYPE - SMALL
FONT: FAHKWANG MEDIUM
TRACKING: 225px

GWO PIÑA BUCHANAN

IN-LINE LOGO TYPE - X-SMALL
FONT: FAHKWANG SEMI-BOLD
TRACKING: 225px



FONT: FAHKWANG LIGHT



FONT LARGE/MEDIUM: FAHKWANG REGULAR
FONT SMALL/X-SMALL: FAHKWANG MEDIUM
TRACKING "GWO" & "PIÑA": 215px
TRACKING "BUCHANAN": 230px



MONOGRAM

LOGO TYPE



HORIZONTAL LOGO

MONOGRAM

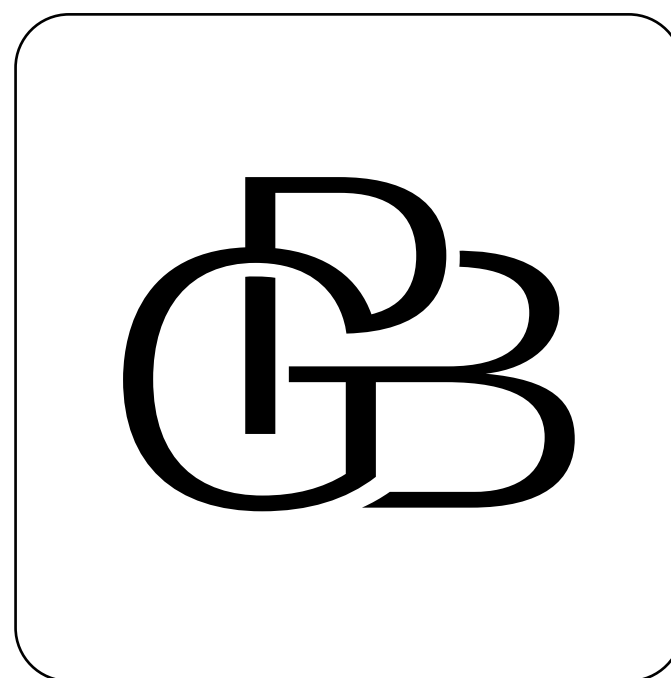
LOGO TYPE



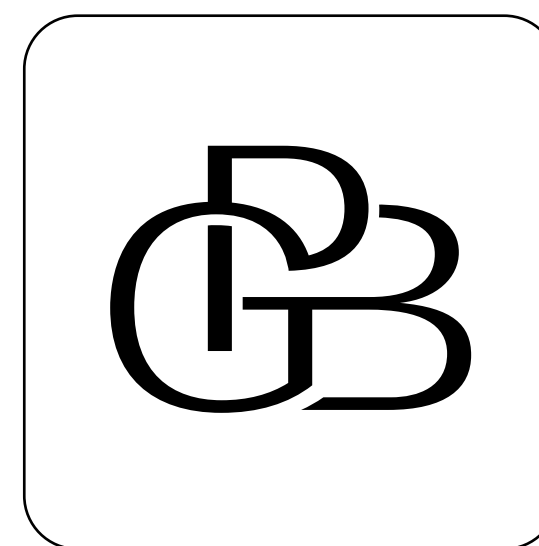
VERTICAL LOGO



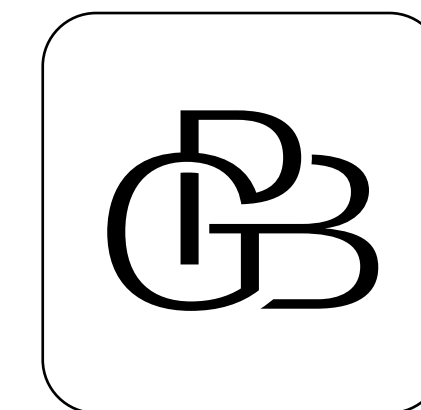
LOGO ICON



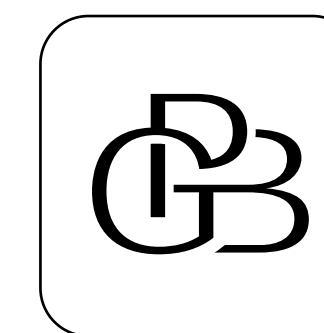
250px



200px



150px



120px



250px



200px



150px



120px

LARGE/MEDIUM MONOGRAM

SMALL/X-SMALL MONOGRAM



COLOR PALETTE



PANTONE: #RICH BLACK
CMYK: 60 | 40 | 40 | 100
RGB: 0 | 0 | 0
HEX: #000000

PANTONE: #289 C
CMYK: 99 | 84 | 45 | 51
RGB: 16 | 34 | 62
HEX: #0A2240



THANK
YOU