



# GWO | PIÑA BUCHANAN

## BRAND GUIDELINES

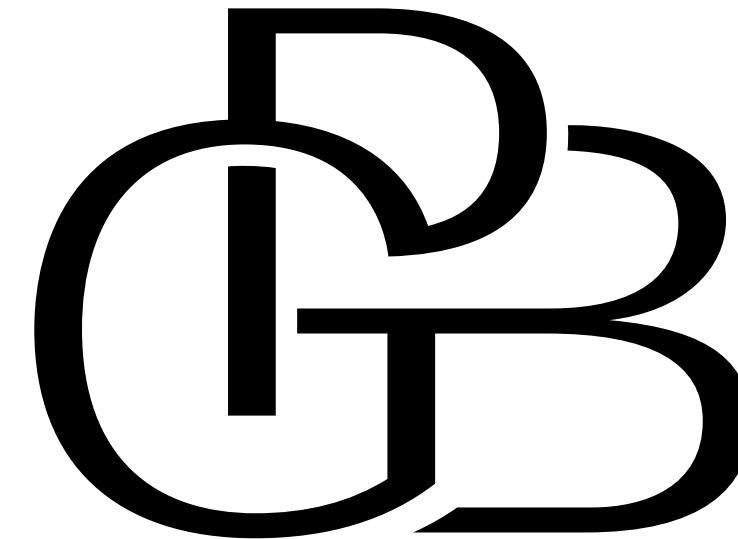
GWO PIÑA BUCHANAN

PRESENTED BY:  
CAMERON THORNE



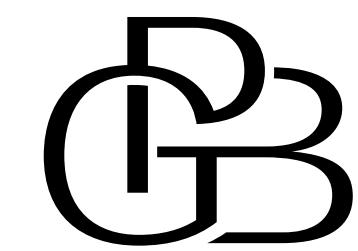


## LOGO OVERVIEW



GWO | PIÑA  
BUCHANAN

MAIN LOGO - HORIZONTAL



GWO | PIÑA  
BUCHANAN

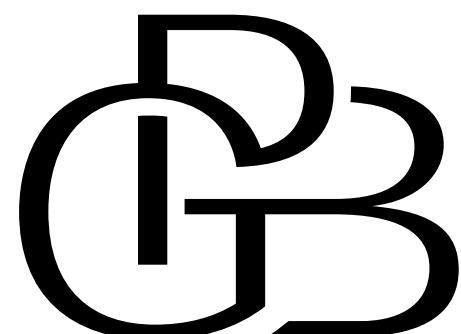
MAIN LOGO - VERTICAL

GWO | PIÑA  
BUCHANAN

LOGO TYPE

GWO PIÑA BUCHANAN

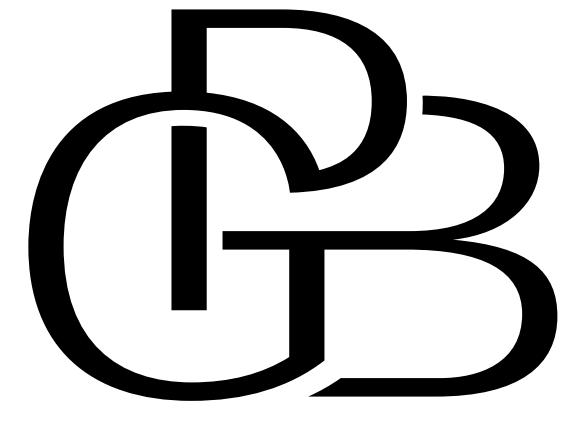
IN-LINE LOGO TYPE



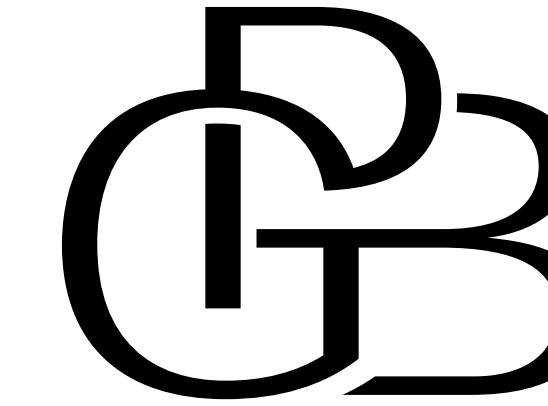
MONOGRAM



LOGO

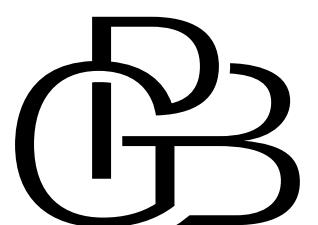


GWO | PIÑA  
BUCHANAN



GWO | PIÑA  
BUCHANAN

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



GWO | PIÑA  
BUCHANAN



GWO | PIÑA  
BUCHANAN

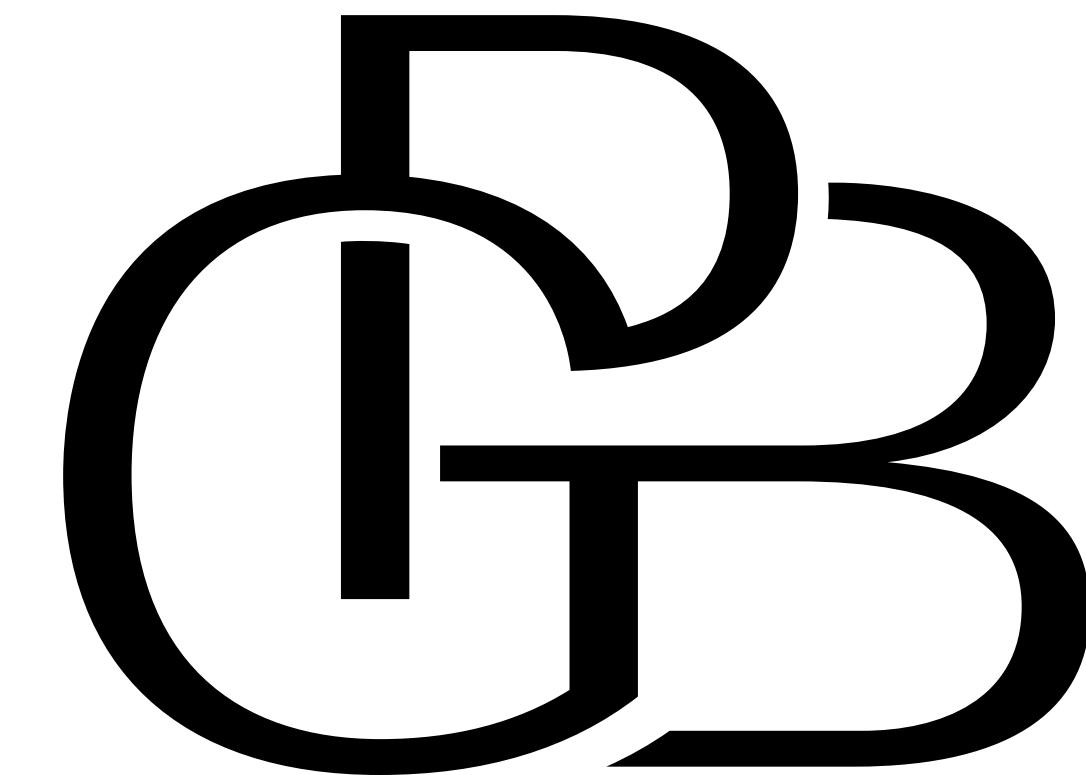
MAIN LOGO - SMALL/X-SMALL  
FONT: FAHKWANG MEDIUM  
TRACKING "GWO" & "PIÑA": 215px  
TRACKING "BUCHANAN": 230px



LOGO

GWO | PIÑA  
BUCHANAN

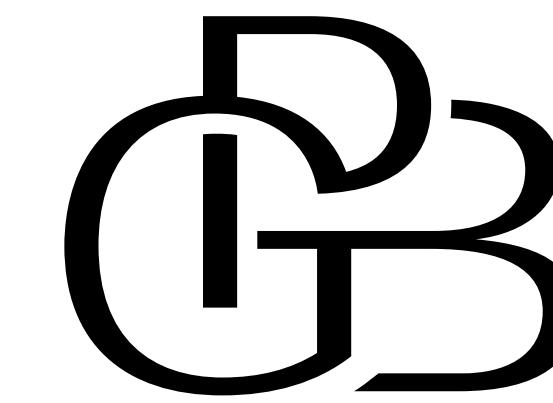
LOGO TYPE - LARGE/MEDIUM  
FONT: FAHKWANG REGULAR  
TRACKING "GWO" & "PIÑA": 215px  
TRACKING "BUCHANAN": 230px



LARGE/MEDIUM  
MONOGRAM

GWO | PIÑA  
BUCHANAN

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



SMALL/X-SMALL  
MONOGRAM



LOGO

# GWO PIÑA BUCHANAN

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

## GWO PIÑA BUCHANAN

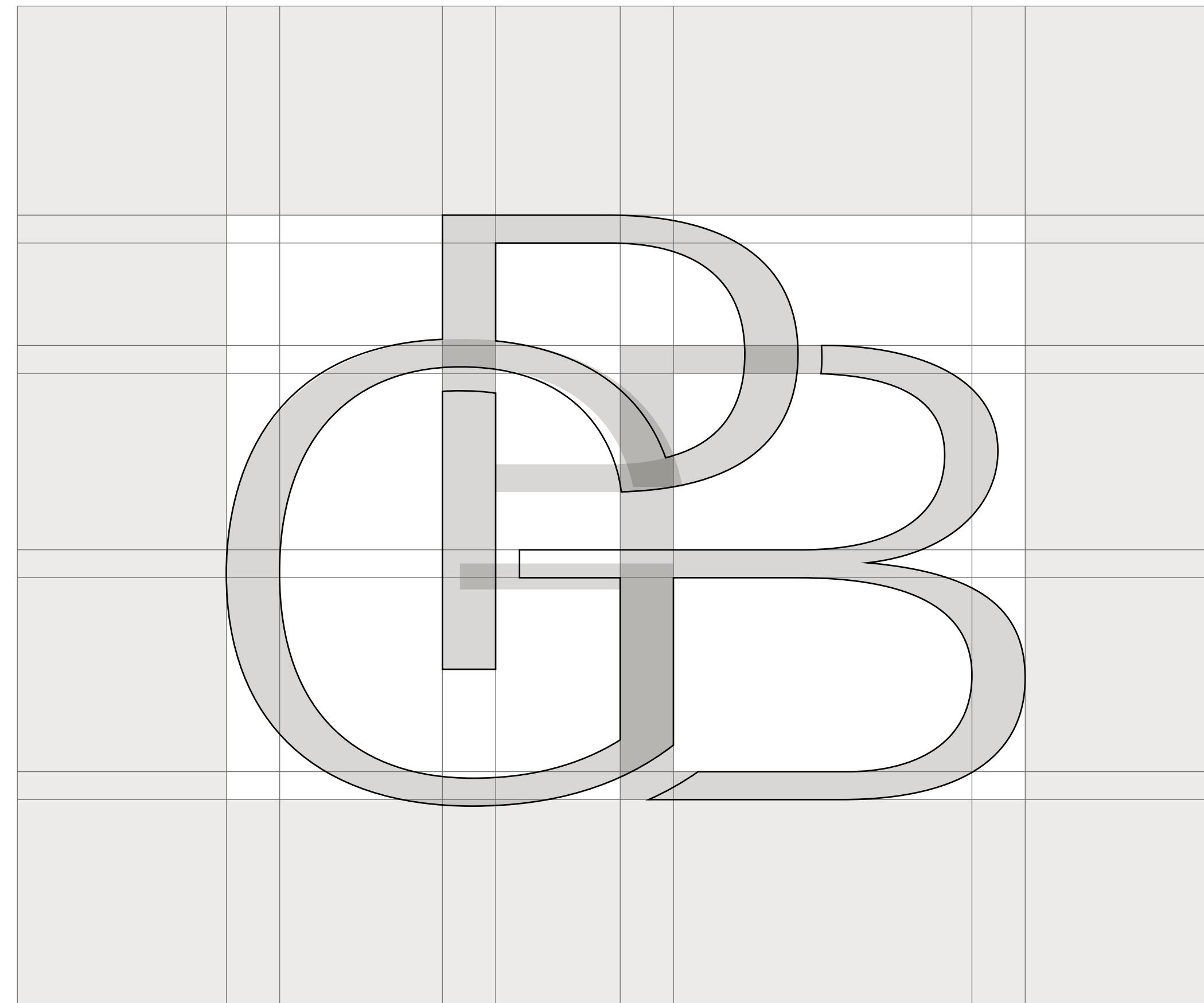
IN-LINE LOGO TYPE - SMALL  
FONT: FAHKWANG MEDIUM  
TRACKING: 225px

### GWO PIÑA BUCHANAN

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



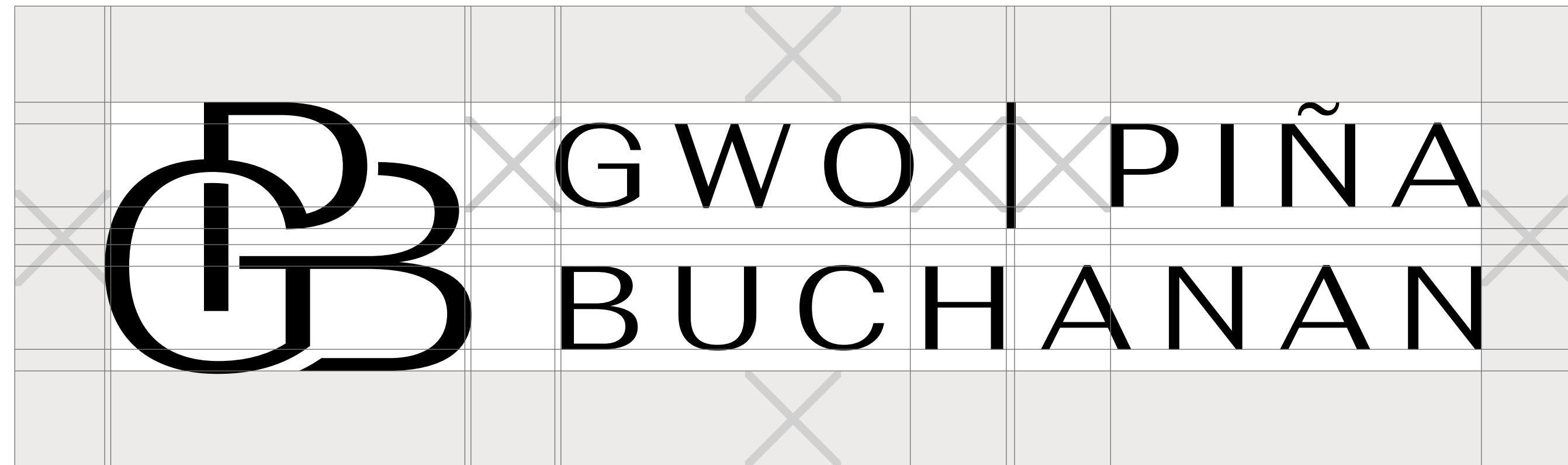
## LOGO CONSTRUCTION



FONT: FAHKWANG LIGHT



## LOGO CONSTRUCTION



FONT LARGE/MEDIUM: FAHKWANG REGULAR

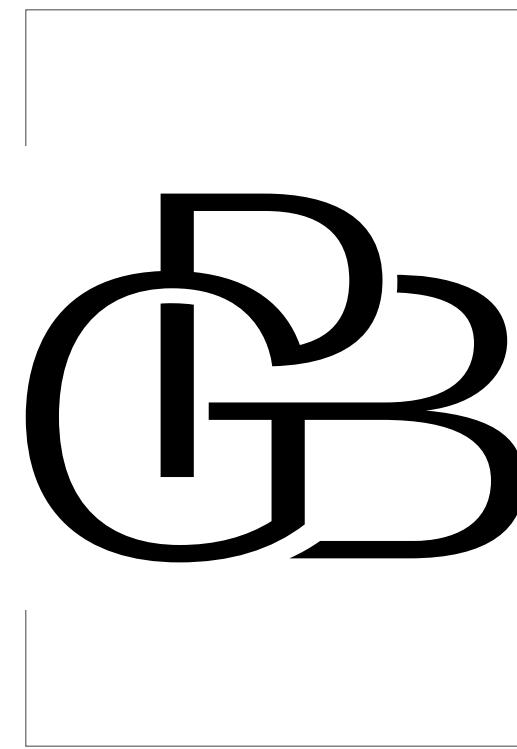
FONT SMALL/X-SMALL: FAHKWANG MEDIUM

TRACKING "GWO" & "PIÑA": 215px

TRACKING "BUCHANAN": 230px



MONOGRAM



HORIZONTAL LOGO

LOGO TYPE

GWO | PIÑA  
BUCHANAN

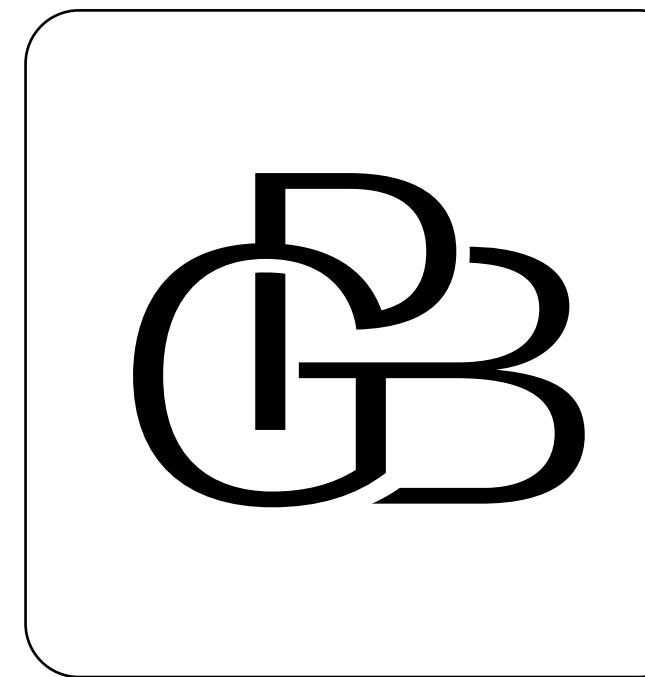
MONOGRAM



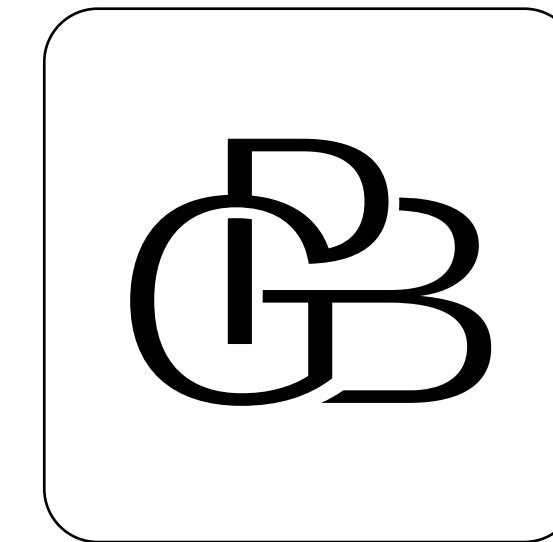
VERTICAL LOGO



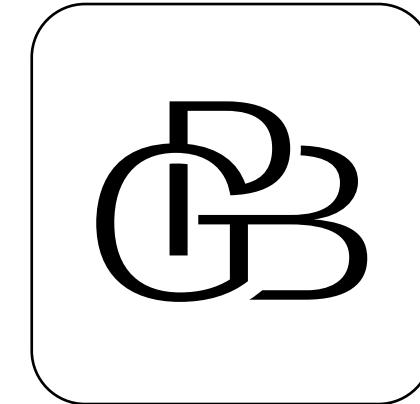
LOGO ICON



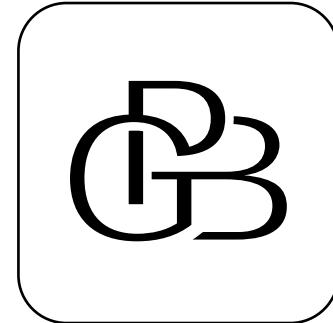
250px



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