



BY APPOINTMENT  
TO HER MAJESTY THE QUEEN  
WINE & SPIRITS MERCHANTS, JUSTERINI & BROOKS LTD.,  
ST JAMES'S STREET, LONDON

# Justerini & Brooks

ESTABLISHED 1749

WINE & SPIRITS MERCHANTS

BRAND GUIDELINES



# Space around Logo



# Sizes

## Minimum Size:

50mm x 23.9mm



## Minimum Size without crest:

20mm x 2.453mm



Colour use



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HEADLINE

Garamond Adobe Pro (Bold)

Garamond Adobe Pro - pt 25

Garamond Adobe Pro - pt 20

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

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SUBHEAD

Garamond Adobe Pro (Regular)

Garamond Adobe Pro - pt 20

Garamond Adobe Pro - pt 15

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

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SECOND SUBHEAD

Gill Sans (regular)

Gill Sans (regular) - pt 12

Gill Sans (regular) - pt 10

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

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BODY COPY

Gill Sans (light)

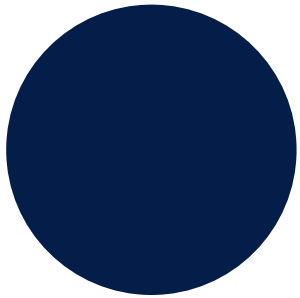
Gill Sans (Light) - pt 12

Gill Sans (Light) - pt 10

abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789



## Primary Colours



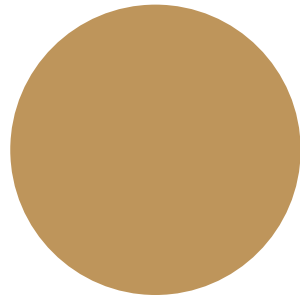
Blue

Pantone 2868 C

CMYK: 100 90 42 44

RGB 0 12 49

Hex: #000c31



Gold

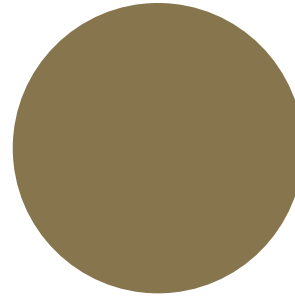
Pantone 465 C

CMYK: 23 38 68 11

RGB 181 154 102

Hex: #b59a66

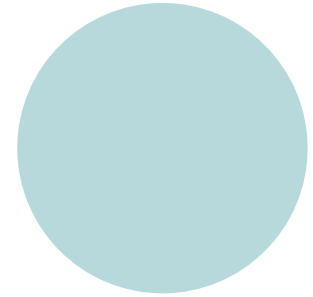
## Secondary Colours



Metallic Gold

Pantone 871 C

(only ever to be used as  
a metallic foil for use on  
printed collateral)



Complementary Blue

Pantone 465 C

CMYK: 33 04 15 00

RGB 183 217 220

Hex: #b7d9dc





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