

William Churchill Design

# Style guide

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Design

Logo & Brand Identity Guidelines

Company

William Churchill Design



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1

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Logo Versions

---

---

2

---

---

How to use clear space

---

---

3

---

---

Background variations

---

---

4

---

---

Icon use

---

---

5

---

---

Colour Specifications

---

---

6

---

---

Typography in Use

---

---

7

---

---

Logo Best Practices

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### logomark

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As the face of William Churchill Design - this logo mark is the primary visual expression that I use to identify myself. Meaning that I need to be careful to use it correctly and to do so consistently.



### Primary Logomark

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**WILLIAM  
CHURCHILL  
DESIGN**



**WILLIAM  
CHURCHILL  
DESIGN**

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This border is determined by measuring the clear space for your primary logomark by double the height of the letter M.



Logo variation

William Churchill Design logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or white ontop of full opacity images.



Primary



On Black



On Photo

background

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Primary colors

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CMYK

0 91 100 0

HEX

#FF3501



0 0 100 0

#FFF200

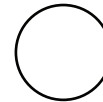


CMYK

71 65 64 69

HEX

#262626



0 0 0 0

#FFFFFF

### The Typeface Family

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Only one font style is used for the logo, typeface family: RUBIK

#### When to Use:

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RUBIK (Bold) is the primary font used for the logotype/logo wording.

**Rubik (Bold)**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()**

#### When to Use:

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RUBIK (light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Rubik (light)  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()



**Do Not:** Logomark

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Do not resize or change the position of the logomark.

**Do Not:** Fonts

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Do not use any other font, no matter how close it might look to RUBIK

**Do Not:** Sizing

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Do not squish or squash the logo. Any resizing must be in proportion.

**Do Not:** Colour

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Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.

