

BROADOAKS
SOLIHULL

Brand Guidelines | 2020

Our logo

Our logo is very valuable to us. Please adhere to these guidelines on how to use it.

01 Primary colour logo

Our colour logo should be used on all communications that promotes Broadoaks e.g. brochures, leaflets, branded merchandise or digital platforms.

02 Mono Logo

Our mono logo is to be used when the primary colour logo is not practical in its application. For example, the monotone logo can be used for black and white press adverts.

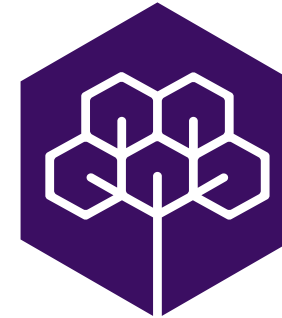
These logos are available in the following file formats: Png | Jpeg | Eps

The Primary colour logo is available in the following colour formats:

CMYK - suitable for all four colour process print work;

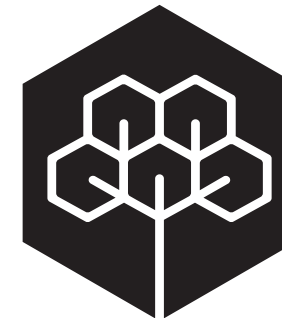
RGB - suitable for online applications;

01 Primary Logo



BROADOAKS
SOLIHULL

02 Mono Logo



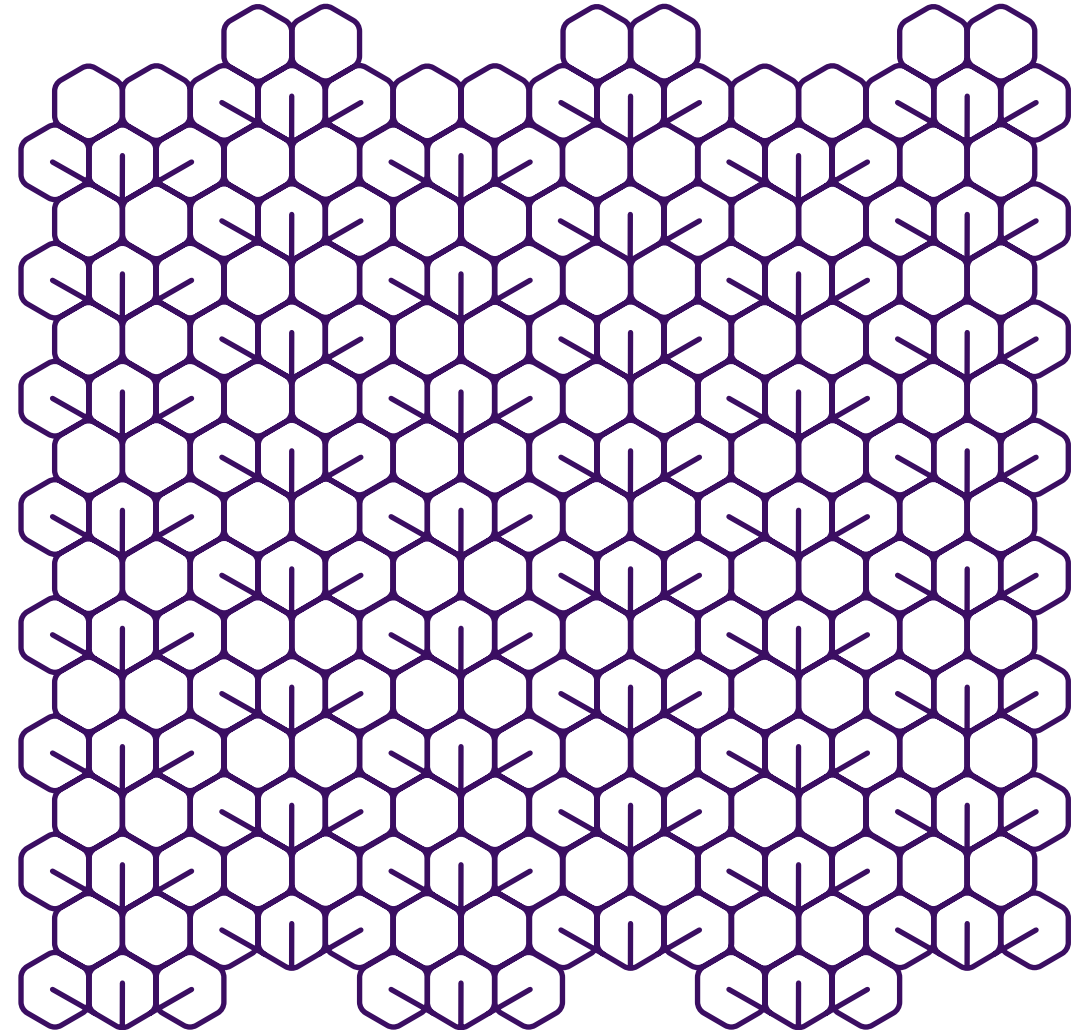
BROADOAKS
SOLIHULL

Our pattern

The Broadoaks Pattern is an instantly recognisable brand asset.

The pattern can be used on any communications that promotes Broadoaks e.g. brochures, leaflets, branded merchandise or digital platforms. The pattern can be used at full colour strength, a tint or feathered depending on the purpose

Pattern Swtach



Our strapline

Our **Strapline** defines our ethos

Reimagined
contemporary living



Our fonts

Our Fonts further help to define and strengthen our brand.

Raleway Regular - Body copy

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Raleway Bold - Subtitles

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Raleway Black - Titles

Aa

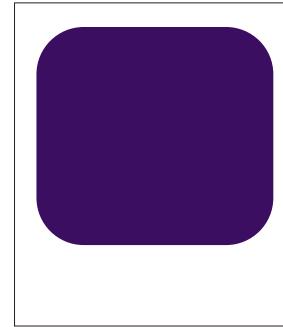
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789



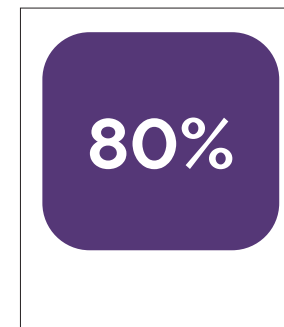
Our colours

Our colours help us to ensure brand consistency across all platforms.

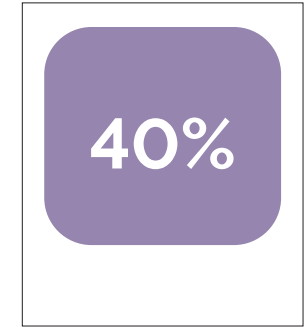
Primary Palette



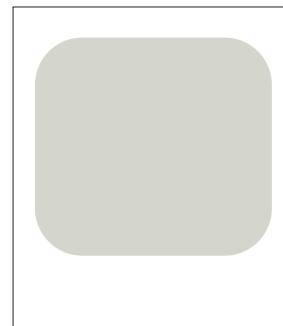
C=80 M=100
Y=0 K=40



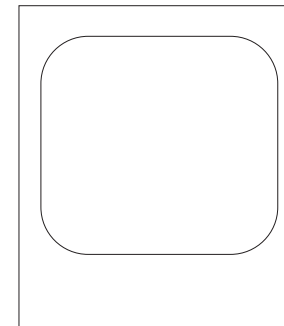
C=80 M=100
Y=0 K=40



C=80 M=100
Y=0 K=40



C=16 M=11
Y=17K=0



C=0 M=0 Y=0
K=0





INVESTIN PLC

Investin Plc

www.investinplc.com

