



Primary logoFor general use

Roundel logoFor use on busy/visually complex backgrounds

Severn House identity 2/14

File formats



Monochrome Process Black



PMS
Pantone 293
Process Black



CMYK
C: 100%; M: 70%; Y: 0%; K: 4%
C: 30%; M: 20%; Y: 20%; K: 100%



RGBR: 0; G: 70; B: 173
R: 9; G: 10; B: 15

Severn House identity 3/14 Colour palette Blue One colour Pantone 293 CMYK

C: 100%; M: 70%; Y: 0%; K: 4%

RGB

R: 0; G: 70; B: 173

HTML 0046AD Teal

One colour Pantone 3115

CMYK

C: 60%; M: 0%; Y: 14%; K: 0%

RGB

R: 0; G: 198; B: 215

HTML 00C6D7 Grey

One colour

Pantone 429

CMYK

C: 21%; M: 11%; Y: 9%; K: 23%

RGB

R: 165; G: 172; B: 175

HTML A5ACAF

Black

One colour

K: 100%

CMYK

C: 30%; M: 20%; Y: 20%; K: 100%

RGB

R: 9; G: 10; B: 15

HTML 090AOF

White



Use the primary logo on pale-coloured backgrounds



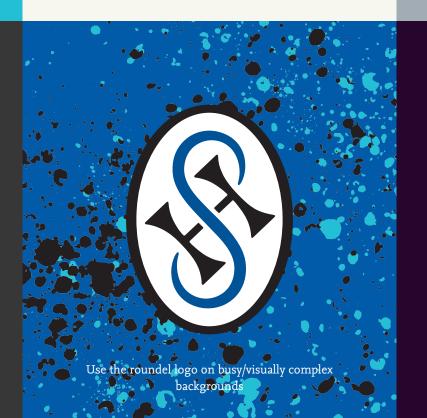
Use the primary logo on white/off-white backgrounds



Use the primary logo on mid-toned backgrounds



Use the roundel + keyline logo on black or almost black backgrounds





Use the roundel + keyline logo on dark-coloured backgrounds

Severn House identity 5/14
Spine logo application

Scale the logo proportionately to the width of the spine

Be sure to leave some breathing space on either side of the logo (never stretch the logo to the full spine width)

The logo should pair sensitively with the other spine content e.g. elegant and refined-looking typography should be paired with a smaller logo size whereas robust-looking typograhy should be paired with a larger size



















Maximum logo height: 20 mm

Height from base of spine: 10 mm



SEVERN HOUSE SET IN ALBERTUS BOLD* (CAPS ONLY, NO LETTERSPACING) ABCDEFGHIJKLM NOPQRSTUVWXYZ 1234567890













Typographic logos (alternative)









Typographic application (secondary)







Typographic application (secondary)



SEVERN HOUSE



