



Primary logo
For general use



Roundel logo
For use on busy/visually complex backgrounds



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%



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

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

090A0F

White

Severn House identity 4/14
Choosing the correct logo



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 logo on busy/visually complex backgrounds



Use the roundel + keyline logo on dark-coloured backgrounds

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 typography should be paired with a larger size

Maximum logo height: 20 mm

Height from base of spine: 10 mm



Back cover
(based on a back cover width of 198 mm)

Spine
(20 mm)

Front flap (attached to front cover)
(based on a flap width of 100 mm)

6.75pt Albertus Bold caps letterspaced 10 200/em

SEVERNHOUSE.COM

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Centre as a complete block

SEVERN  HOUSE

Full box height: 25 mm

10 mm

33.75 mm

20 mm

40 mm

SEVERN HOUSE

SET IN **ALBERTUS BOLD***


(CAPS ONLY, NO LETTERSPACING)

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

*ALBERTUS NOVA BOLD MAY BE USED AS AN ALTERNATIVE

SEVERN  **HOUSE**

SEVERN  **HOUSE**



SEVERN  **HOUSE**

SEVERN  **HOUSE**

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