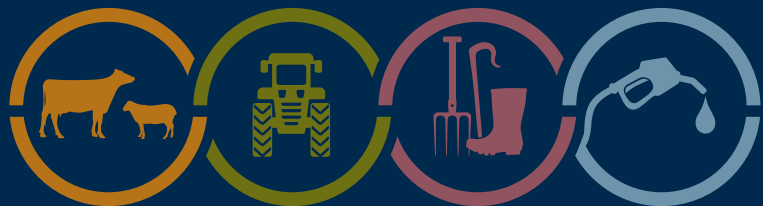


CARR'S BILLINGTON



**BRAND GUIDELINES
FOR STATIONERY UPDATES**



WELCOME

TO THE CARR'S BILLINGTON BRAND GUIDELINES

This document contains all you need to know about how the Carr's Billington brand should be used ensuring it remains consistent throughout. Using our brand correctly is extremely important to us so we ask that the guide is always referred and adhered to.

We hope you enjoy getting to know our brand better.

**CARR'S
BILLINGTON**



VISION LEADING the
INDUSTRY

into a **SUSTAINABLE FUTURE** through
PEOPLE, PRODUCTS and **INNOVATION**

MISSION WORKING IN
PARTNERSHIP

TO DELIVER PROFITABLE SOLUTIONS
through **LONG TERM RELATIONSHIPS** with
AGRICULTURAL and **RURAL COMMUNITIES**

**INTEGRITY
QUALITY
RESPECT
TRUST**

PRIMARY LOGO

ALWAYS USE ONE OF THESE LOGO OPTIONS

The four circles and icons must always appear together with the text
All logos can be supplied in any Illustrator or Photoshop format

CARR'S BILLINGTON



WHITE BACKGROUND ONLY

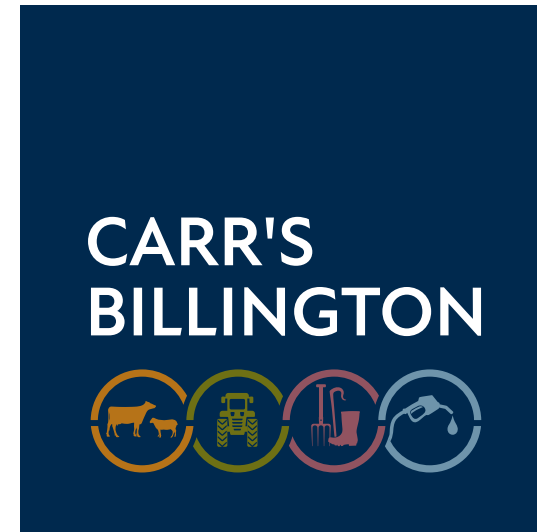
Pantone 540
CMYK 100, 57, 12, 66

Pantone 139
CMYK 7, 49, 100, 25

Pantone 7749
CMYK 25, 12, 97, 52

Pantone 4995
CMYK 15, 62, 30, 38

Pantone 5425
CMYK 45, 16, 9, 24



PLAIN DARK BLUE BACKGROUND ONLY

Pantone 540
CMYK 100, 57, 12, 66

Pantone 139
CMYK 7, 49, 100, 25

Pantone 7749
CMYK 25, 12, 97, 52

Pantone 4995
CMYK 15, 62, 30, 38

Pantone 5425
CMYK 45, 16, 9, 24

SECONDARY LOGO

USE THIS LOGO WHEN THE PRIMARY LOGO CANNOT BE USED

There may be instances when the logo has to appear on a pre-existing coloured background

**CARR'S
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PALE BACKGROUND COLOURS

Pantone 540
CMYK 100, 57, 12, 66
RGB 0, 48, 87
HTML 003057

**CARR'S
BILLINGTON**



BLACK

**CARR'S
BILLINGTON**



DARK BACKGROUND COLOURS

White Out

LOGO SIZE AND PLACEMENT

SIZE GUIDE FOR A4

The logo size on an A4 should be 55mm wide leaving at least 10mm of clear space all round

SIZE

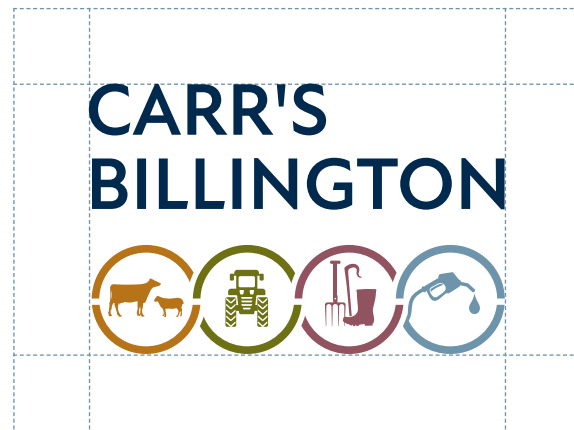
- It will be necessary to increase or decrease the size of the logo
- Always keep it in proportion and always keep the text legible
- Always ensure that the icons are not too small

POSITION

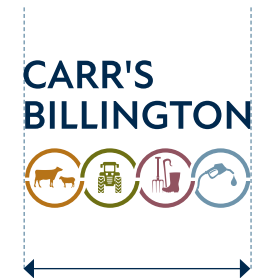
The logo should always be placed top left or bottom left

PLACEMENT

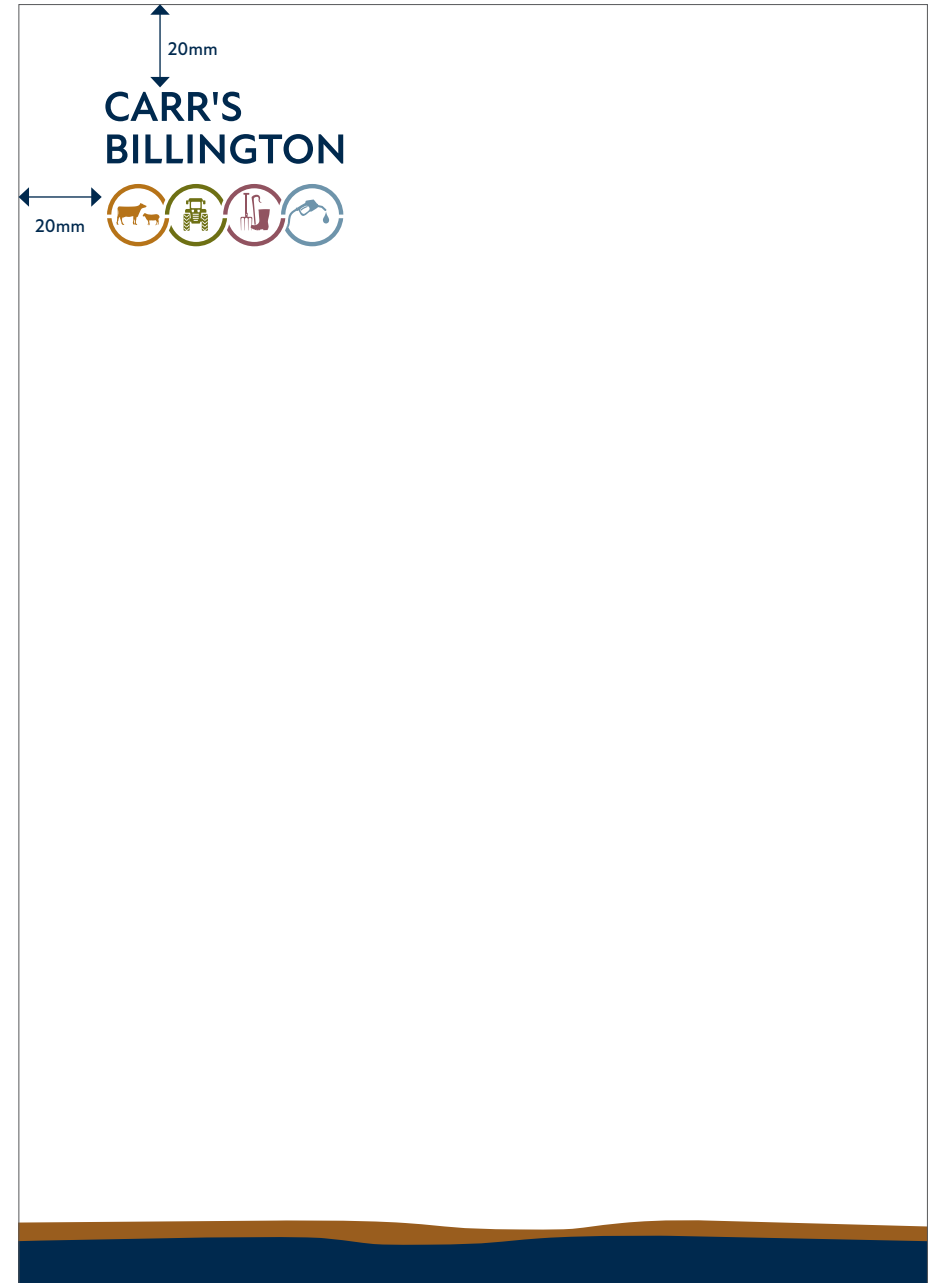
- Always leave a suitable area of clear space around the logo
- Always place the logo on a white or dark blue background



Logo 55mm wide with 10mm clear space all round



minimum width 30mm



LOGO INCORRECT USE

**CARR'S
BILLINGTON**



DO NOT change the font

**CARR'S
BILLINGTON**



DO NOT change the spacing

**CARR'S
BILLINGTON**



DO NOT change or adjust the colours

**CARR'S
BILLINGTON**



DO NOT Stretch, squash or distort vertically or horizontally

**CARR'S
BILLINGTON**



**CARR'S
BILLINGTON**



DO NOT rotate

**CARR'S
BILLINGTON**

DO NOT use without the icons

**CARR'S
BILLINGTON**

DO NOT split the logo or move the icons in any way

PRIMARY COLOUR PALETTE

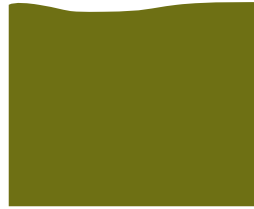
PRIMARY LOGO COLOURS



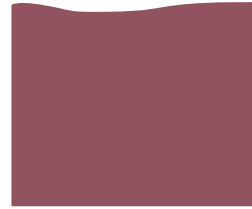
Pantone 540
CMYK 100, 57, 12, 66
RGB 0, 48, 87
HTML 003057



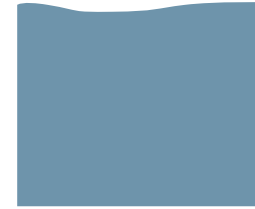
Pantone 139
CMYK 7, 49, 100, 25
RGB 175, 109, 4
HTML AF6D04



Pantone 7749
CMYK 25, 12, 97, 52
RGB 114, 115, 55
HTML 727337



Pantone 4995
CMYK 15, 62, 30, 38
RGB 156, 97, 105
HTML 9C6169



Pantone 5425
CMYK 45, 16, 9, 24
RGB 122, 153, 172
HTML 7A99AC

FOOTER COLOURS



Pantone 7574
CMYK 12, 55, 92, 36
RGB 158, 106, 56
HTML 9E6A38

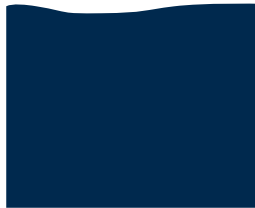


Pantone 540
CMYK 100, 57, 12, 66
RGB 0, 48, 87
HTML 003057

DEPARTMENT COLOUR PALETTE

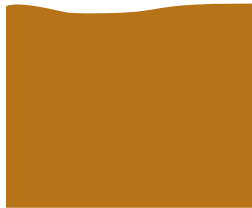
PLEASE USE THE RELEVANT DEPARTMENT COLOURS

GROUND CARE



Pantone 540
CMYK 100, 57, 12, 66
RGB 0, 48, 87
HTML 003057

FEEDS



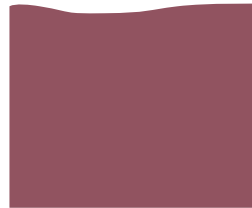
Pantone 139
CMYK 7, 49, 100, 25
RGB 175, 109, 4
HTML AF6D04

MACHINERY AND EQUIPMENT



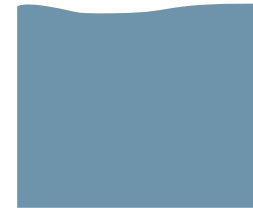
Pantone 7749
CMYK 25, 12, 97, 52
RGB 114, 115, 55
HTML 727337

AGRICULTURAL AND RURAL SUPPLIES



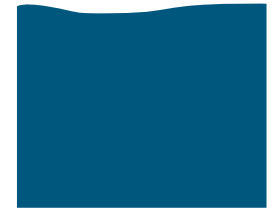
Pantone 4995
CMYK 15, 62, 30, 38
RGB 156, 97, 105
HTML 9C6169

FUELS



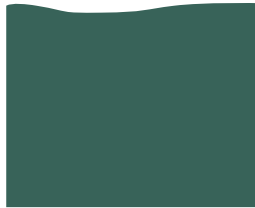
Pantone 5425
CMYK 45, 16, 9, 24
RGB 122, 153, 172
HTML 7A99AC

DAIRY



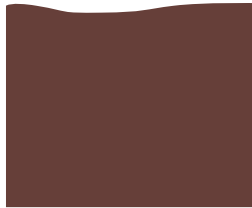
Pantone 7701
CMYK 89, 14, 0, 56
RGB 0, 87, 118
HTML 005776

SHEEP



Pantone 5545
CMYK 62, 19, 45, 50
RGB 67, 105, 91
HTML 43695B

BEEF



Pantone 7518
CMYK 21, 56, 49, 60
RGB 109, 79, 71
HTML 6D4F47

PET AND EQUINE



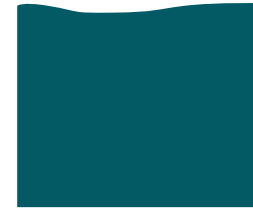
Pantone 7698
CMYK 65, 9, 0, 53
RGB 65, 116, 141
HTML 41748D

GRASSLAND



Pantone 7742
CMYK 71, 5, 100, 45
RGB 74, 119, 60
HTML 4A773C

SUSTAINABILITY AND ETHICS



Pantone 5473
CMYK 86, 20, 32, 51
RGB 17, 94, 103
HTML 115E67

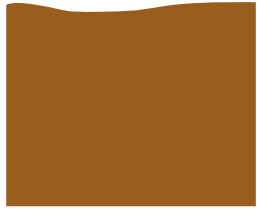
CALF & YOUNGSTOCK



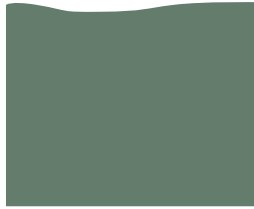
Pantone 540
CMYK 100, 57, 12, 66
RGB 0, 48, 87
HTML 003057

SECONDARY COLOUR PALETTE

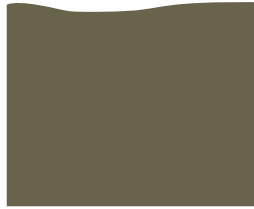
COMPLEMENTARY COLOURS IF REQUIRED



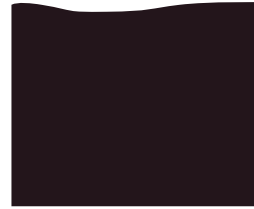
Pantone 7574
CMYK 12, 55, 92, 36
RGB 158, 106, 56
HTML 9E6A38



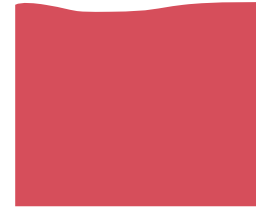
Pantone 5625
CMYK 52, 16, 52, 54
RGB 94, 116, 97
HTML 5E7461



Pantone 7497
CMYK 22, 23, 47, 57
RGB 122, 114, 86
HTML 7A7256



Pantone 439
CMYK 53, 61, 47, 83
RGB 69, 43, 54
HTML 453536



Pantone 7418
CMYK 8, 83, 55, 5
RGB 205, 84, 91
HTML CD545B

Extra colours may be required within documents, one of these will complement the primary and department colours

STATIONERY

BUSINESS CARD
LETTERHEAD
COMP SLIP

**CARR'S
BILLINGTON**



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Head of Product Management and Marketing
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carrs-billington.com

**CARR'S
BILLINGTON**



carrs-billington.com Montgomery Way, Rosehill Industrial Estate, Carlisle CA1 2UY Company No. 189740 VAT No. 514 4877 36

**CARR'S
BILLINGTON**



Registered in England and Wales
Company No. 189740 VAT No. 514 4877 36
Registered Office: Old Croft, Stanwix, Carlisle CA3 9BA
Carr's Billington is a trading name of Carrs Billington Agriculture (Sales) Ltd

Montgomery Way, Rosehill Industrial Estate,
Carlisle, Cumbria CA1 2UY
carrs-billington.com

**CARR'S
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**CARR'S
BILLINGTON**

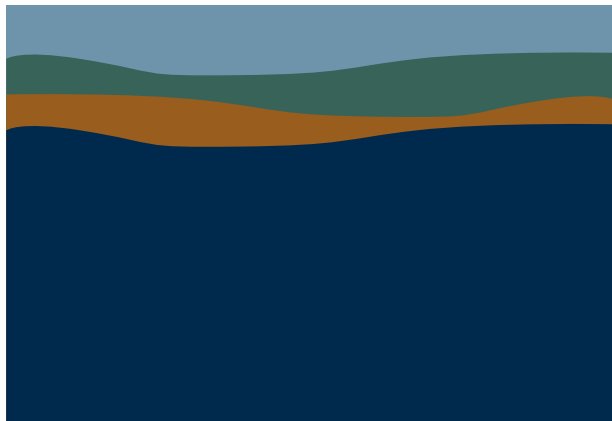


GRAPHIC ELEMENTS

DETAILS THAT HELP BUILD OUR BRANDING SYSTEM

When these are used alongside our logo and typography we have a unified and recognisable brand identity.

THE COLOURS AND SHAPES MUST NOT BE CHANGED



←
DO NOT PLACE TEXT
OR LOGOS OVER THE
THE TOP SECTION

CARR'S
BILLINGTON



TYPOGRAPHY: LOGO FONT

NEW ATTEN

This sans serif font has been chosen as it is expressive at larger sizes, and is still clear and readable at text sizes in short paragraphs. A wide range of weights increases the family's versatility. Available from: fonts.adobe.com/fonts/new-atten

Regular abcdefghijklmnopqrstuvwxyz
Medium abcdefghijklmnopqrstuvwxyz
BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
EXTRA BOLD **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

HEADLINES TO BE IN UPPERCASE ONLY

Point size and leading to match in headlines with multiple lines with default kerning
Colour: Dark blue, allocated department colour or colour from the palette. Examples shown below

HEADLINE 1: BOLD 25pt

HEADLINE 2: BOLD 15pt

Subtitle: Medium 14pt | Subtitle: Bold 12pt

Use medium or bold weight to highlight text

Body copy examples with default leading and kerning

Regular 11pt

Carr's Billington brand te voloresed quam
resed mossere neculpa cuscus, et ipsandisi
dolo maximporpor a ipsum lant.

Regular 10pt


Carr's Billington brand te voloresed quam
resed mossere neculpa cuscus, et ipsandisi
dolo maximporpor a ipsum lant.

Regular 9pt

Carr's Billington brand te voloresed quam
resed mossere neculpa cuscus, et ipsandisi
dolo maximporpor a ipsum lant.

Captions: Regular 8pt

Carr's Billington brand te voloresed quam resed mossere neculpa cuscus, et ipsandisi dolo maximporpor a ipsum lant.



CONTACT

APPROVALS

All designs and copy must be approved by Sophie Smith at Carrs's Billington or Becca Davidson at Colourmedia. This includes packaging, POS, advertising, PR and any other communications associated with the brand.

FOR ANY QUERIES PLEASE CONTACT:

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Graphic Designer at Colourmedia
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E becca@colourmedia.co.uk