

47-58 Bastwick Street





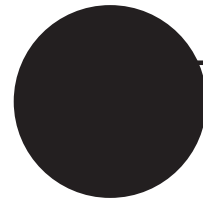
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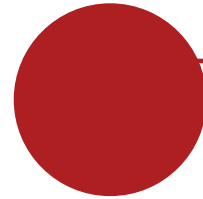
## INTRODUCTION

Welcome to the 47-58 Bastwick St brand style guide. This guide outlines the brand assets, their use and application within print and digital media. If you have any questions regarding the contents of this document or want to contact the brand team then please email XXXXXXXXXXXXXXXX

## COLOUR PALETTE | PRIMARY COLOURS



SPOT	C 0	R 0	HEX
Black 100%	M 0	G 0	#000000
	Y 0	B 0	
	K 100		



SPOT	C 21	R 175	HEX
Pantone 7621 C	M 100	G 19	#AF1312
	Y 100	B 18	
	K 14		

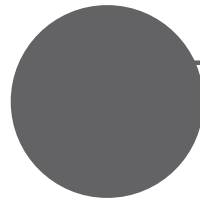
Our palette consists of three core primary colours, black, white and Bastwick St Red and three secondary colours. Bastwick St Red was inspired by the interior styling of the new home of structural engineering, and is the primary colour for the 47-58 Bastwick St brand.

Bastwick St Red should be used on all introductory brand touch points and pieces of communication, through headings, logotype or background colour.

It should be used on primary publications, posters, banners, stationery, e-newsletters and website homepage.

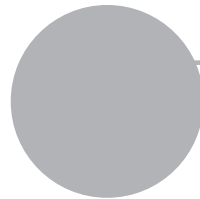
References for each of these colours is given, please ensure you use the correct pantone references if printing on coated or uncoated paper stocks. The correct CMYK breakdowns are given if you are not able to use a spot colour and RGB values have been provided for all on-screen applications.

## COLOUR PALETTE | SECONDARY COLOURS



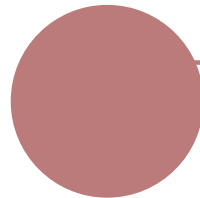
PMS  
Cool Grey 10 C

C	0	R	100	HEX
M	0	G	100	#646464
Y	0	B	100	
K	75			



PMS  
Cool Grey 5 C

C	0	R	178	HEX
M	0	G	180	#B2B4B6
Y	0	B	182	
K	35			



PMS  
500 C

C	20	R	188	HEX
M	56	G	122	#BC7A7C
Y	39	B	124	
K	8			

## LOGO TYPES



47-58-logo



47-58-wht-logo

At the very heart of the 47-58 Bastwick St visual identity is the logotype. There are two distinct elements to this identity; the first is making "47-58" a destination, a landmark. The second is the hand-drawn origination; an idea, a plan, a process. It is purposefully simple yet versatile.



LOGO TYPES | EXCLUSION ZONE



LOGOTYPE | DEVICE



47-58-logo-device



47-58-wht-logo-device



TYPEFACE | PRIMARY

Neuzeit

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*():"'<>?"/,



BASTWICK ST.

THE HOME OF STRUCTURAL ENGINEERING

## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*():" <>? ",.

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*():" <>? ",.

STATIONERY



STATIONERY | BANNERS



**4758** BASTWICK ST.  
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