



the
LIMESTONE
COAST
unearth our treasures

STYLE GUIDE

PRIMARY LOGO

The Limestone Coast primary logo has been prepared in various colour spaces and file formats to suit all needs.

A secondary version of the logo, in a vertical layout, is detailed on page 3 – however this should only be used in rare exceptions.

Usage

CMYK/Spot

Preference should always be given to using the full colour version (**CMYK** or **Spot**) of The Limestone Coast logo.

CMYK is used in brochures, full colour magazines and press advertisements.

'**Spot**', also known as Pantone, or PMS (Pantone Matching System), is typically used in stationery items such as letterhead or envelopes.

Mono/Greyscale

Where full colour is not available, such as black and white press advertisements, you may choose between the greyscale (**GS**) and **Mono** versions of the logo.

Where just one-colour reproduction is available, such as uniforms or some promotional items, the **mono** version should be used.

Reverse

Where the logo appears over a dark background, the 'reverse' (**REV**) logo should be used.

Small size (< 25mm)

Where the logo appears at small sizes (less than 25mm high), the **Mono** version must be used. This will ensure the logo remains legible and potential issues in reproducing the finer details of the logo are avoided.

Co-branding

For co-branding alongside other logos the **Mono** version of the logo should be used.

Which logo file to use, when?

Please be sure to read "Colour Palette" on page 4 to understand when the different **CMYK** or **Spot** logo files should be used on Coated (**_C**) or Uncoated (**_U**) stocks.

Professional printing

- .ai
- .pdf

Word, PowerPoint, Web

- .png
- .jpg



LimestoneCoast_SPOT
LimestoneCoast_CMYK



LimestoneCoast_GS



LimestoneCoast_MONO



LimestoneCoast_REV

SECONDARY LOGO

The strength of a brand lies in consistency, and as such we recommend the primary logo shown on page 2 be give preference wherever possible.

A secondary version of The Limestone Coast logo is available in a vertical layout, however, this version should only be used in rare situations and with special permission from the Limestone Coast Collaborative.

The same usage rules as detailed on page 2 also apply to the secondary logo.



LimestoneCoast_vert_SPOT
LimestoneCoast_vert_CMYK



LimestoneCoast_vert_GS



LimestoneCoast_vert_MONO



LimestoneCoast_vert_REV

COLOUR PALETTE

The Limestone Coast colour palette uses three carefully chosen colours to represent the natural aspect of our region. A dark earthy-grey, contrasted with a vibrant green, and a strong calming blue.

Coated/uncoated stock

Coated stock

- Stock with a smooth surface eg. gloss or satin/silk finish. Typically brochures and magazines.

Uncoated stock

- Stock with a textured surface eg. matte finish. Typically stationery and newsprint.

Colour Spaces

Pantone/PMS/Spot

- Typically used in professionally printed stationery items.

CMYK

- Full colour printed magazines and press advertisements.

RGB/HEX

- On-screen colours eg. websites or digital items.

Please Note!

Different figures have been carefully chosen for the reproduction of our colours to best suit the PMS and CMYK printing processes, on both coated and uncoated stocks.

Care should be taken to use only the specified PMS numbers or CMYK breakdowns shown.



Coated stock

- PMS 432C
- CMYK 65, 43, 26, 78

Uncoated stock

- PMS 433U
- CMYK 76, 63, 55, 24

Digital

- RGB 51, 63, 72
- HEX #333F48



Coated stock

- PMS 382C
- CMYK 28, 0, 100, 0

Uncoated stock

- PMS 389U
- CMYK 24, 0, 79, 0

Digital

- RGB 196, 214, 0
- HEX #C4D600



Coated stock

- PMS 311C
- CMYK 68, 0, 13, 0

Uncoated stock

- PMS 311U
- CMYK 56, 0, 11, 0

Digital

- RGB 5, 195, 222
- HEX #05C3DE

CMYK breakdowns based on respective Coated/Uncoated, Pantone Plus Series 'Colour Bridge' books. Digital breakdowns based on Pantone Plus Series 'Colour Bridge' Coated book.

TYPEFACES

The Limestone Coast logo has been typeset in *Museo Sans Display*.

The complementary typeface family *Museo Sans*, available in a full range of weights, has been chosen for use in materials.

Primary Typeface

To be used for all body copy, headings and subheadings.

- Museo Sans – various weights

Purchasing Museo Sans

Created by the *exljbris Font Foundry*, a Museo Sans license can be purchased from [Fontspring.com](https://www.fontspring.com):

www.fontspring.com/fonts/exljbris/museo-sans

Alternative Primary Typeface

May be used where Museo Sans is not available.

- Arial – various weights

Museo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Museo Sans 100 / Museo Sans 100 Italic

Museo Sans 300 / Museo Sans 300 Italic

Museo Sans 500 / Museo Sans 500 Italic

Museo Sans 700 / Museo Sans 700 Italic

Museo Sans 900 / Museo Sans 900

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Regular / Arial Regular Italic

Arial Bold / Arial Bold Italic

CONTACT

To request logo files, or for further information on
The Limestone Coast brand, please contact:

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