

# BRAND GUIDELINES

2017

ESTD



1865

# CAMERONS

• THE NORTH EAST BREWERS •

## THE LOGO

# THE LOGOS

## Standard logo with gold

To be used on pure white backgrounds



## Standard logo plain on light

To be used on light coloured backgrounds ensuring the text is clearly visible.



# THE LOGOS

## Standard logo with gold on dark

To be used on pure black backgrounds



## Standard logo plain on dark

To be used on dark backgrounds ensuring the text is clearly visible.



# THE LOGOS

## Standard logo BW on dark

To be used on dark backgrounds



## Standard logo BW on light

To be used on light backgrounds.



# THE LOGOS

## Basic logo on dark

To be used on dark backgrounds

BREWED BY  
CAMERONS

## Basic logo on light

To be used on light backgrounds.

BREWED BY  
CAMERONS

# THE LOGOS

## The DO's and DONT'S



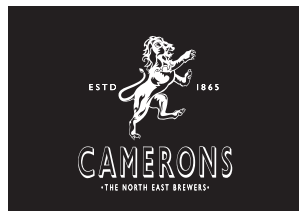
The colours of the logos must not be altered



The proportions of the logos must not be altered



The logos must not be stretched



The logos must not be placed on to background shapes



The logos must be easily visible



The logos must be easily visible



# THE LOGOS

## SIZES

Minimum size allowed for  
standard logo



Minimum size allowed for  
basic logo



# THE LOGOS

## COLOURS AND VALUES

### CMYK



Camerons Red A  
C-0 M-100 Y-81 K-4



Camerons Red B  
C-0 M-90 Y-100 K-51

### PANTONE

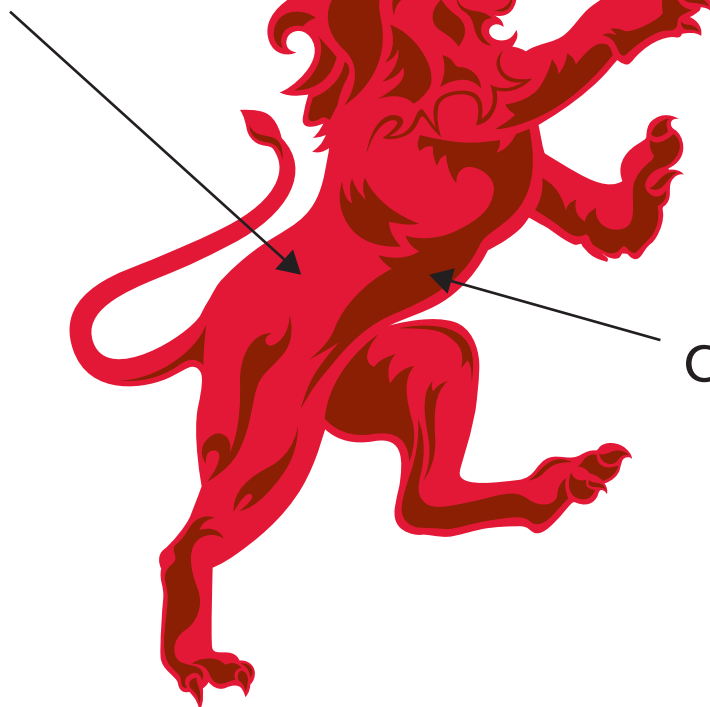


Camerons Red A  
Pantone 186 C



Camerons Red B  
Pantone 1815 C

Camerons Red A



Camerons Red B