



William Curtis
Landscape and
Garden Design



IDENTITY GUIDELINES

Logo Variants

LANDSCAPE



Standard logo for most cases where space permits. Generally for use where horizontal space is available.

REVERSE COLOUR



FULL REVERSE



For dark Backgrounds

PORTRAIT



Logo for most cases where space permits. Generally for use where vertical space is limited.



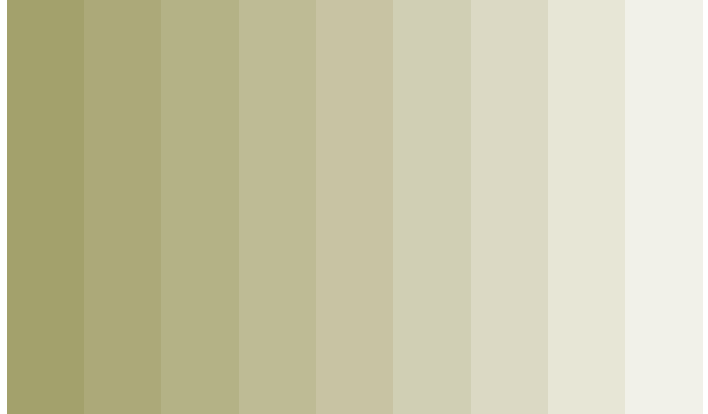
For dark Backgrounds

Colour Palette

PRIMARY

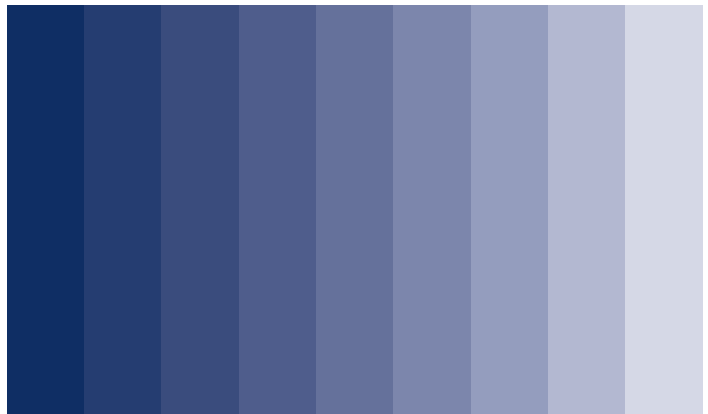
BARLEY

PANTONE 5835c / 5835u
CMYK C34 M24 Y69 K14 (coated)
C29 M24 Y67 K21 (uncoated)
RGB R160 G153 B88
HEX A09958



OXFORD

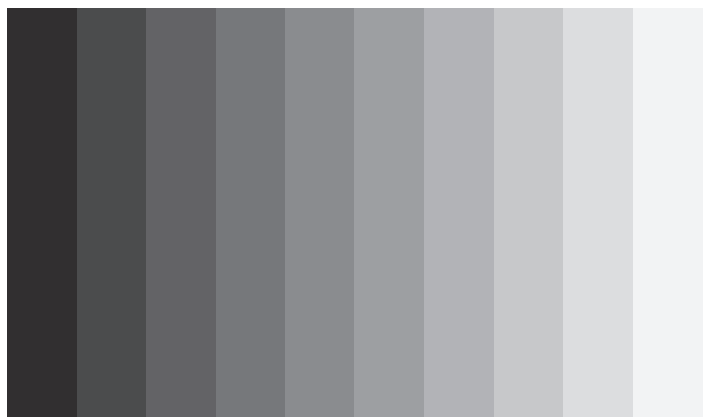
PANTONE 281c / 281u
CMYK C100 M78 Y0 K57 (coated)
C100 M87 Y1 K27 (uncoated)
RGB R0 G32 B91
HEX 00205B



SECONDARY

GRAY

CMYK C0 M0 Y0 K90
C0 M0 Y0 K85 (uncoated)
RGB R60 G60 B59
HEX 3C3C3B



Typography

PRIMARY

Merriweather

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

Black

Black Italic

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMOPQRSTUVWXYZ

12345607890



Download

<https://bit.ly/3dFkcCn>

Typography

SECONDARY

Open Sans

Light

Light Italic

Regular

Regular Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMOPQRSTUVWXYZ

12345607890



Download

<https://bit.ly/2WR4Rst>