

WINCHBURGH

IDENTITY GUIDELINES

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The logo



Master logo_Winchburgh_Est._1169_Master

The logo_reversed

WINCHBURGH

EST. 1169



Master logo_Winchburgh_Est._1169_Master Reversed

The logo_safe area



The safe area will ensure that nothing encroaches the logo

The logo_options

Primary logos



Winchburgh_Est._1169_POS



Winchburgh_Est._1169_NEG

Secondary logos



Winchburgh_Est._1169_Black



Winchburgh_Est._1169_White

The logo_please don't...



Change the colours of the logo



Rotate the logo



Stretch or condense the logo



Alter the typeface of the logo

Winchburgh_graphic devices

To reflect the landscape and features from Winchburgh we have devised a set of graphic devices.



Niddrie Castle



Rural Landscape



The Bings



Homes



Union Canal

Winchburgh_colour palette

7417



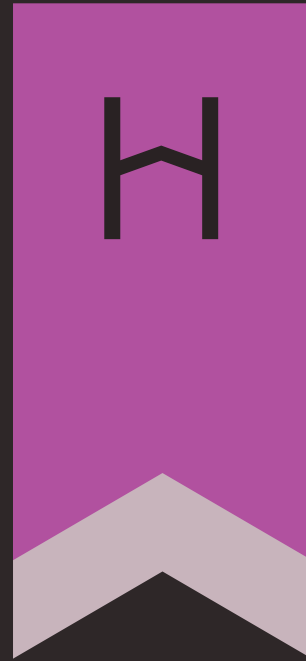
7451

1375



1355

2385



5235

340



337

7461



635

Typeface_headlines & quotes

Blacker Display

ABCDEFGHIJKLMN O PQR

STUVWXYZ.,:;””0}?

1234567890

abcdefghijklmnop

qrstuvwxyz

Typeface_bodycopy

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ.,:;’”(){}?

1234567890

abcdefghijklmnop

qrstuvwxyz

WINCHBURGH DEVELOPMENTS LIMITED

LOGO USAGE

The logo



WINCHBURGH
DEVELOPMENTS LIMITED

Winchburgh Dev Ltd_Master

The logo_reversed



WINCHBURGH
DEVELOPMENTS LIMITED

Winchburgh Dev Ltd_Reversed

The logo_safe area



The safe area will ensure that nothing encroaches the logo

The abbreviated logo_reversed



WDL

Winchburgh Dev Ltd_Reversed



WDL

Winchburgh Dev Ltd_Positive

Questions?

If you have any questions regarding this document,
please contact Penny Lochhead:

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