
Brett's Jewellers

Visual Style Guide

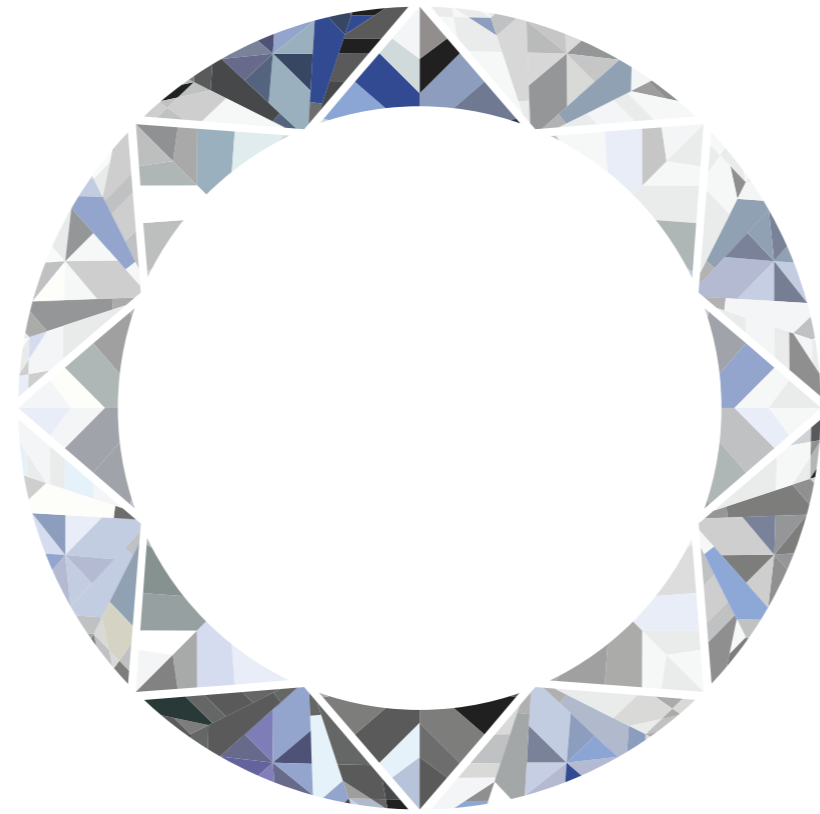
Why

Why refresh?

It's more evolution than revolution.

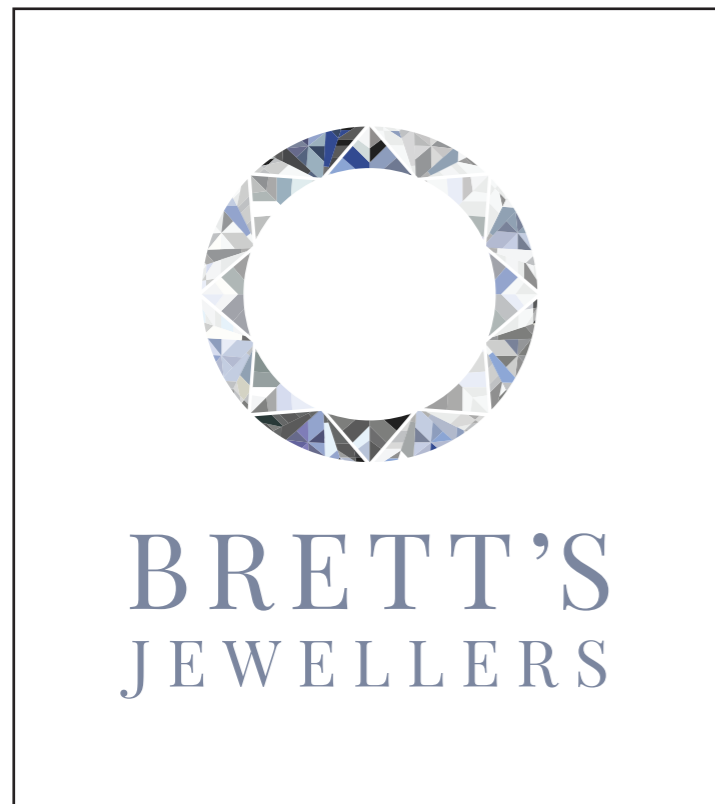
It's about the simplification of the brand elements, so that clarity and functionality are king.

This approach facilitates a more accessible, progressive and contemporary brand mark.



BRETT'S
JEWELLERS

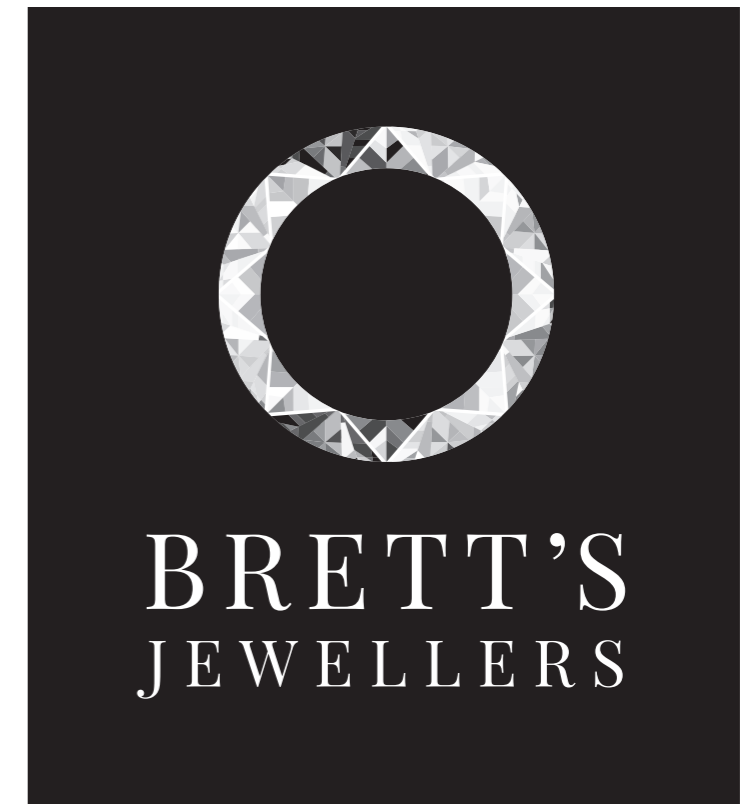
Primary logo colour variations



Blue
Pantone PMS Coated: 2373C
C29 M19 Y0 K37
R114 G130 B160
HEX #7282A0



Light Grey
Pantone PMS Coated: Cool Grey 1C
C1 M1 Y0 K14
R216 G217 B219
HEX #D8D9DB



Mono Reverse

Logo format variations - Light Background

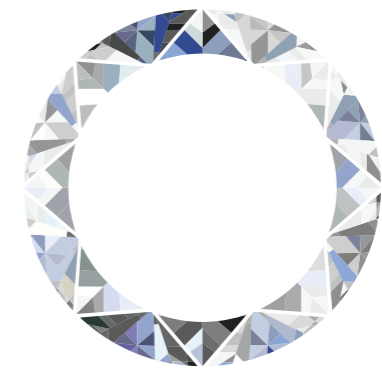
Stacked



Horizontal



Icon



Stacked Mono



Horizontal Mono



Icon Mono



Logo format variations - Light Background

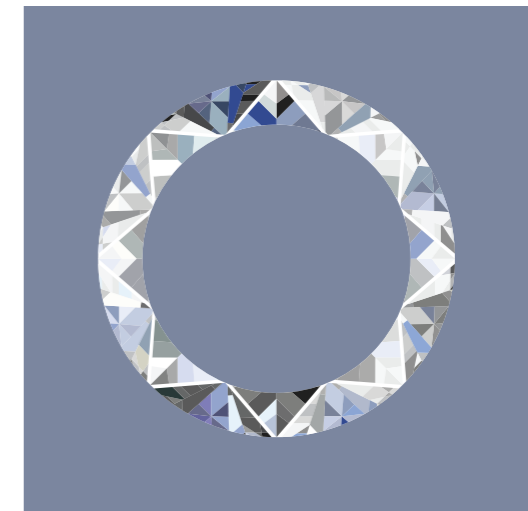
Stacked



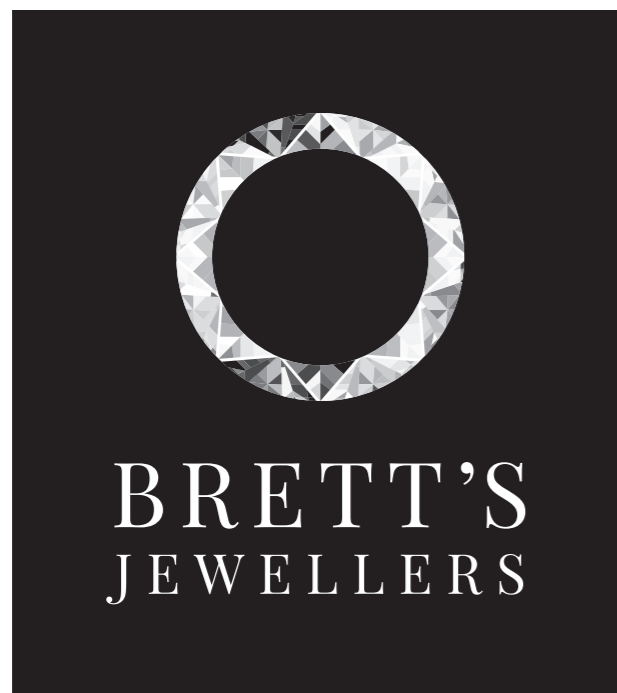
Horizontal



Icon



Stacked Mono



Horizontal Mono

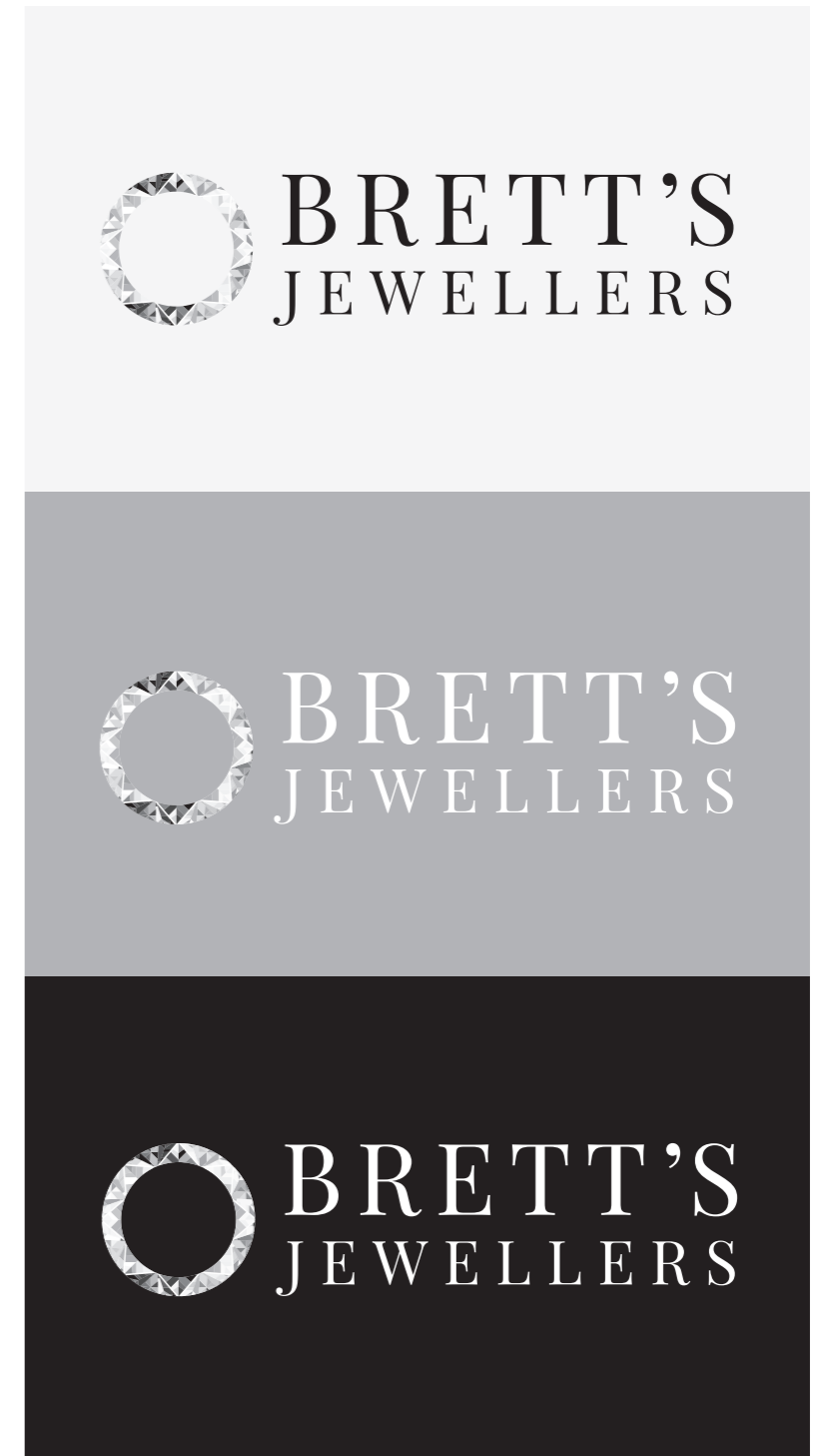


Icon Mono



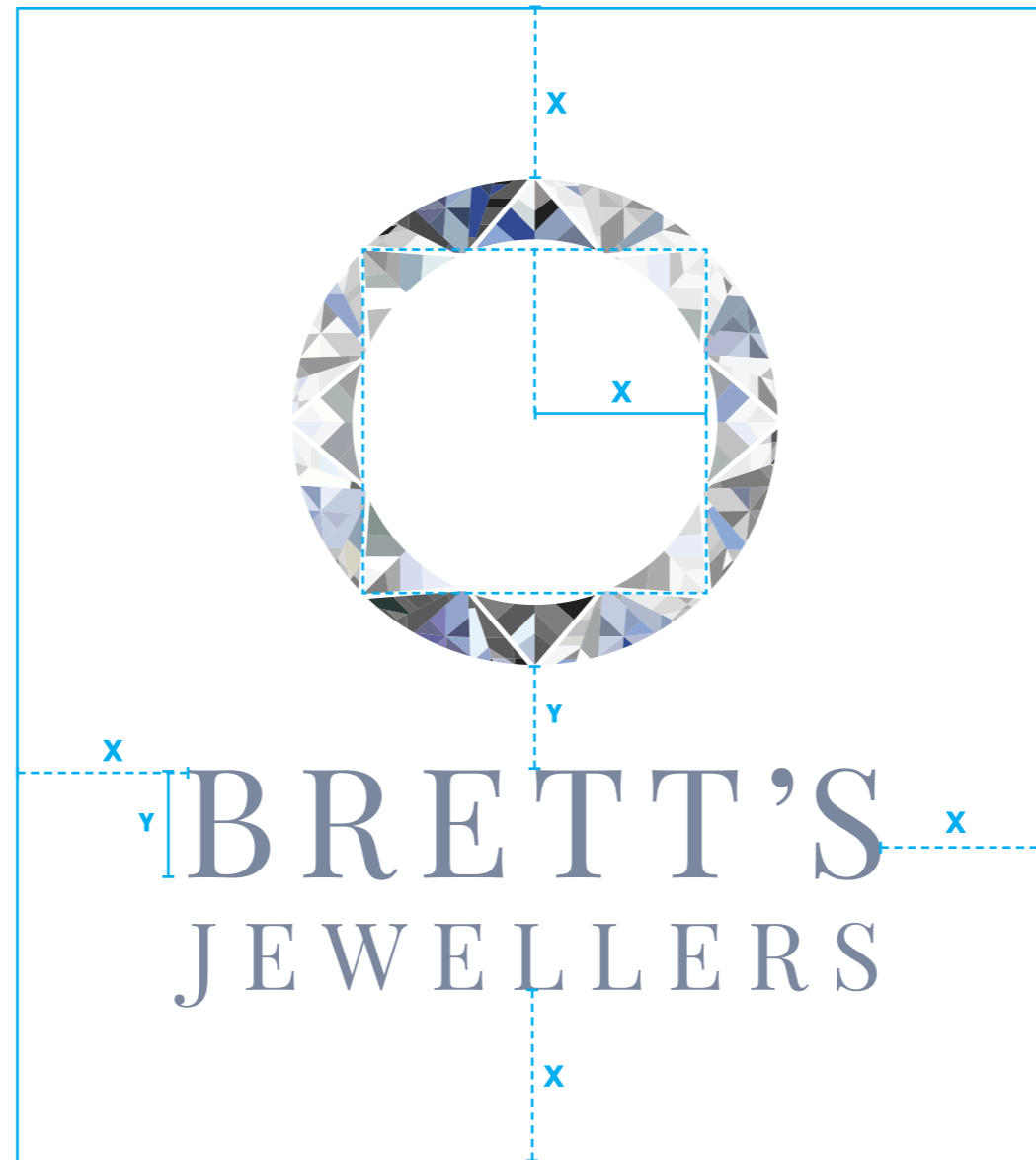
Correct logo usage

Logos can be used on dark or light background as illustrated.



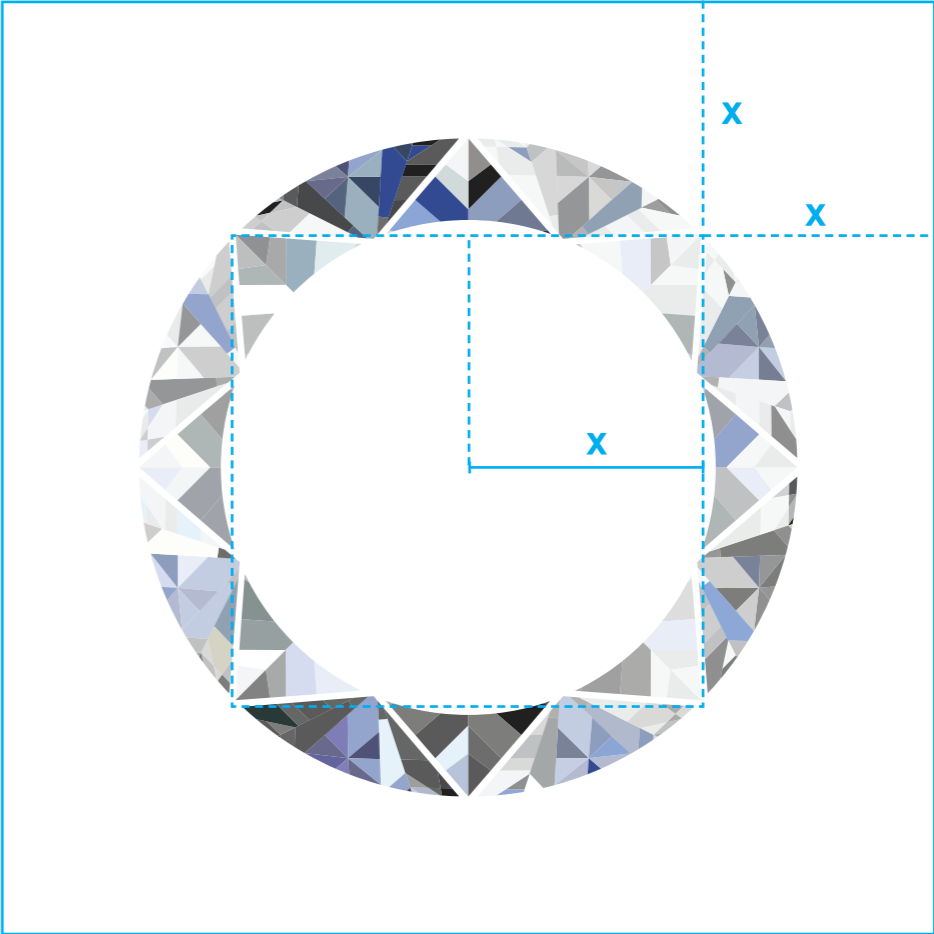
Logo clearance area

Clearance area around the logo is defined by the x height



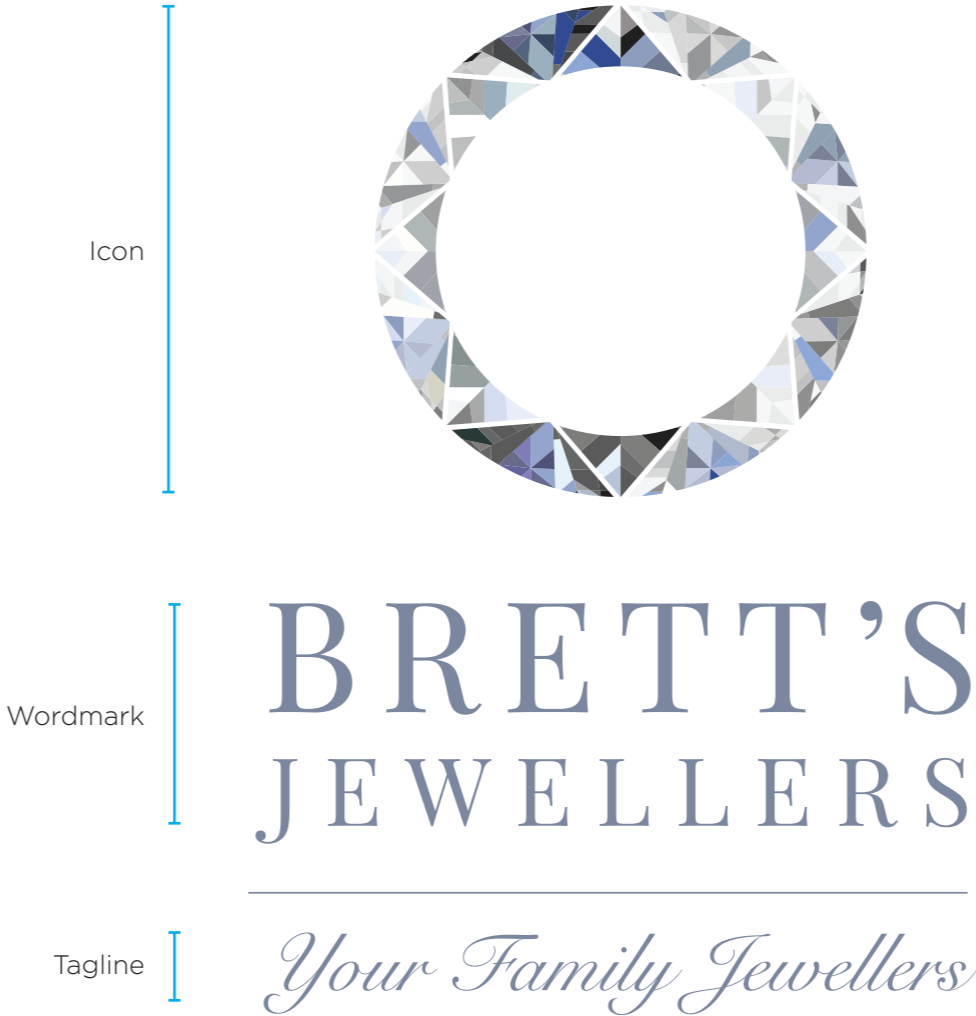
Logo clearance area

Clearance area around the logo is defined by the x height



Retail logo

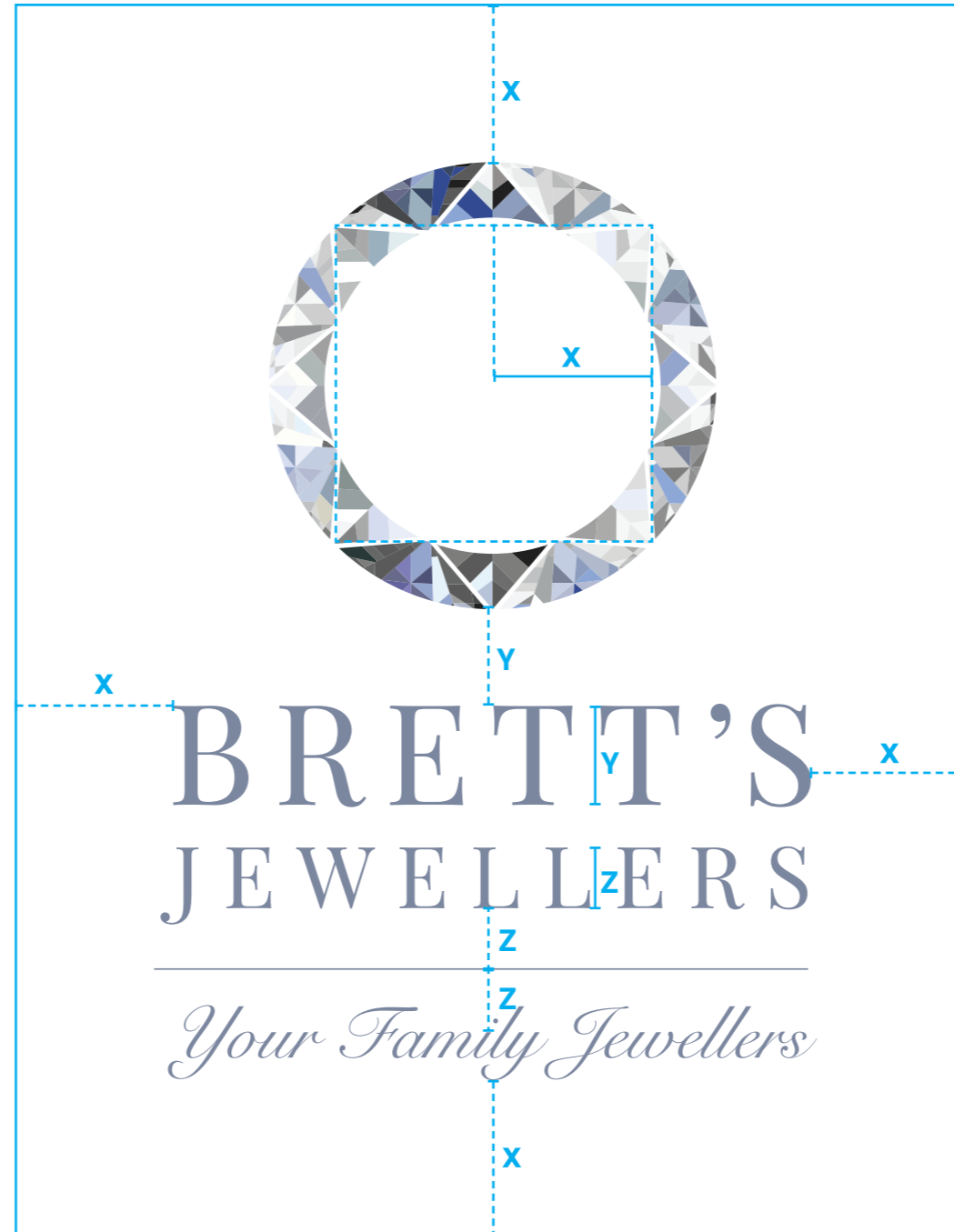
The logo accompanied with a tagline forms the retail logo and is to be used for all external communications at all times.



Retail logo clearance area

Clearance area around the perimeter of the logo which at no stage should any text, graphic or complex image impede.

Clearance area around the logo is defined by the x height



Logo minimum size

Minimum size



Fonts

The selected fonts are the preferred fonts to be utilised for all Brett's Jewellers brand collateral.

Primary font

Playfair Display Regular is to be used for all brand collateral.

Secondary font

Where Playfair Display is not available Cambria Regular can be used as an alternative.

Copy font

Cambria Regular is to be used in all electronic (Mac and PC) correspondence eg email and Word Documents.

Sans Serif font

Franklin Gothic Book Regular is to be used for all Sans Serif uses.

Tagline font

Snell Roundhand is only to be used for tagline text eg "Your Family Jewellers"

Playfair Display

a b c
A B C

Playfair Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?\$%&
abcdefghijklmnopqrstuvwxyz

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?\$%&
abcdefghijklmnopqrstuvwxyz

Snell Roundhand Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?\$%&
abcdefghijklmnopqrstuvwxyz*

Franklin Gothic Book Regular

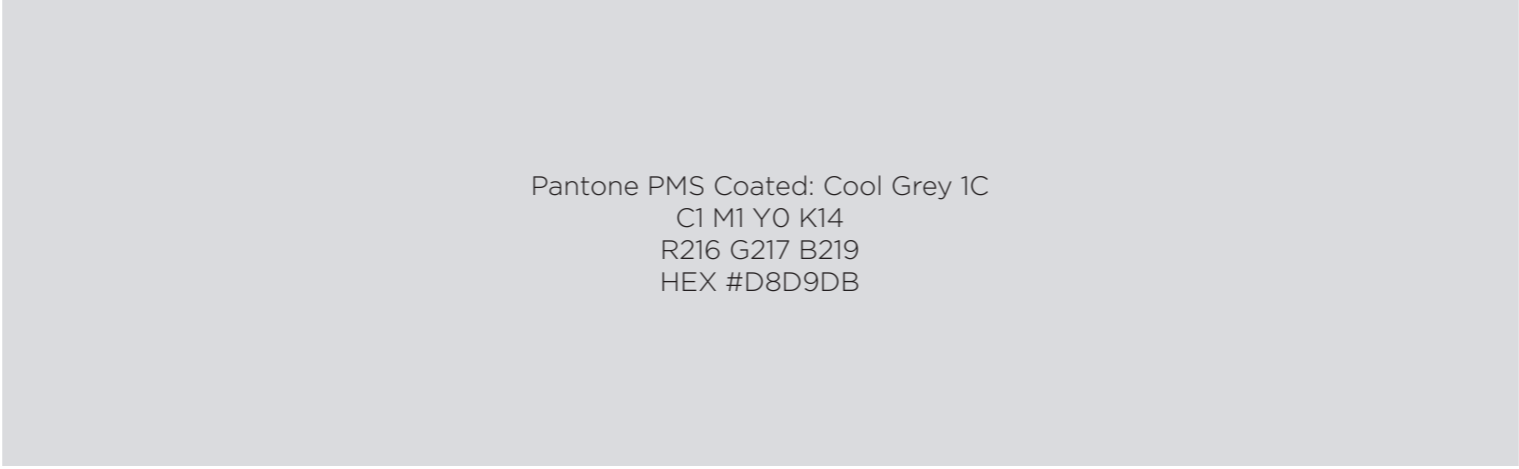
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?\$%&
abcdefghijklmnopqrstuvwxyz

Brand colours

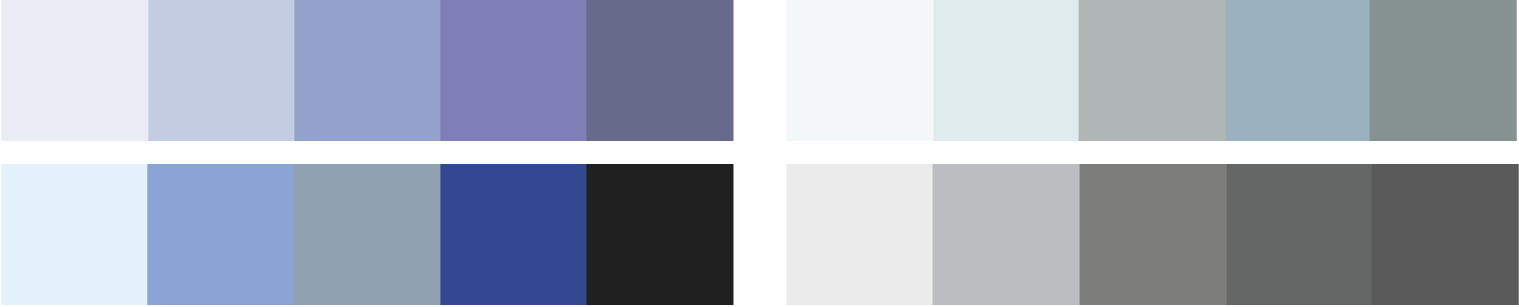
Primary Colour



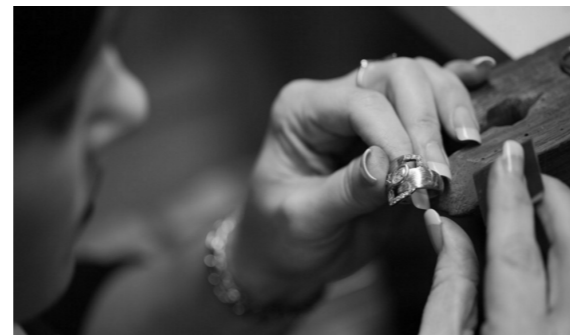
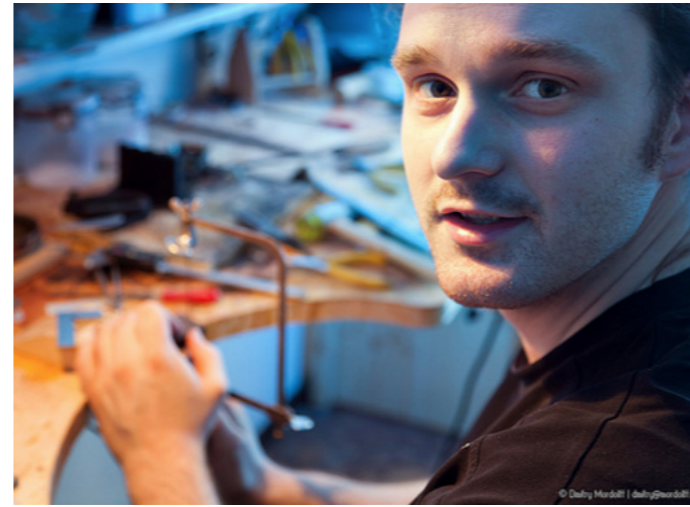
Secondary Colour



Palettes



Photographic Visual Mood Board



Communications

Varius Communcations



Business Cards



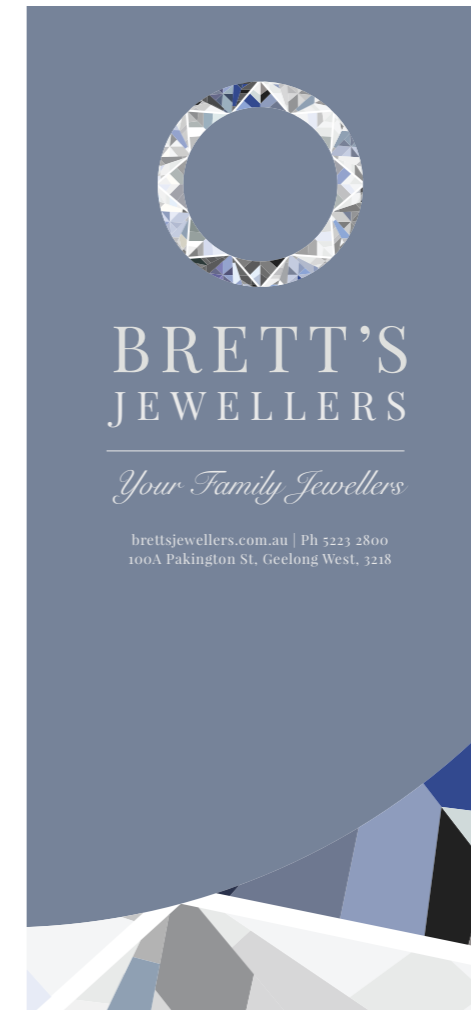
Signage



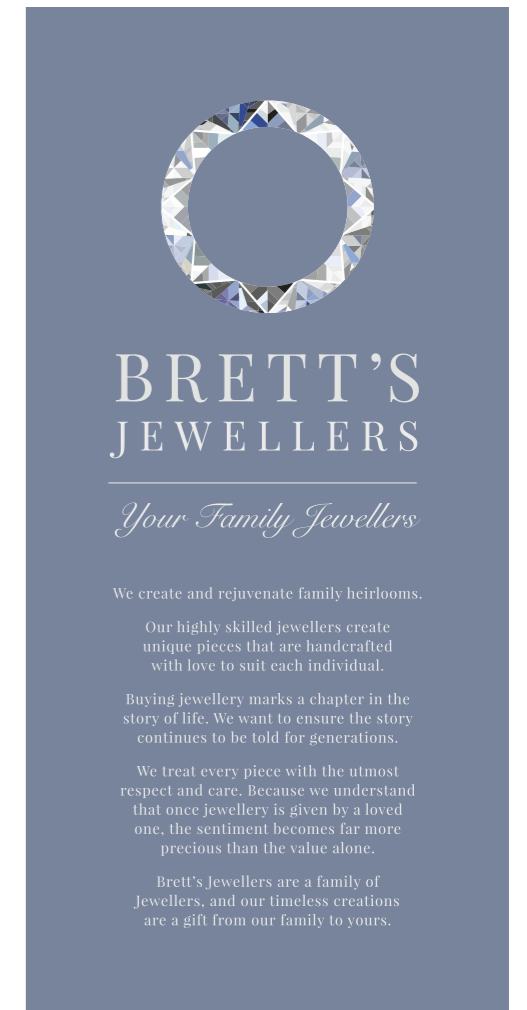
Email Signature



With Compliments Slip



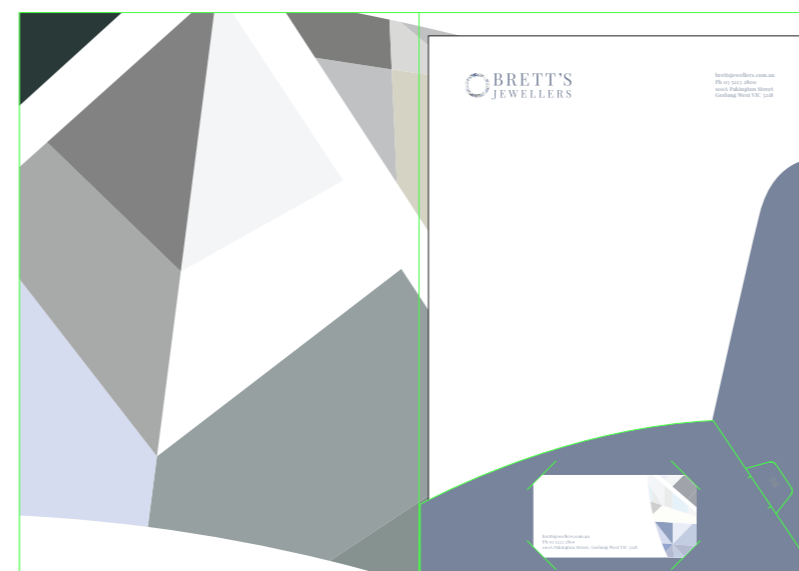
Pull Up Display Banner



Lightbox



Press Ad



Presentation Folder



Facebook/Instagram Post



Door Sign