DELNABO

estate

BRANDING

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Strong branding supports long term business growth and customer retention.

A well defined brand
will make us more memorable,
build trust and credibility with our audience.

LET'S STAY ON BRAND



This branding document is a valuable tool which can be shared with internal staff and external partners.

This document can be referred to when creating marketing materials for the Delnabo Estate and will help everyone represent your brand in a clear and professional way.

Vector Format Logo

The logo should always be used from vector format. It can then be scaled and converted to other formats without loss of quality.

RGB colour format must be used for Screen
CMYK colour format is for Print

Incorrect versions will not display /print correctly



Main Logo - Rectangle Vector Format







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MCLEOD'S

AILNACK

BAILEBEG

KEEPERS COTTAGE

Design Elements

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Delnabo Estate, Tomintoul, Ballindalloch, Scotland. AB37 9HT
www.delnaboestate.com

Colour Values

	CMYK (FOR PRINT)	RGB / #HEX (FOR WEB / EMAIL)
Main Logo **GREEN**	**C:** 53 **M:** 33 **Y:** 43 **K:** 3	**R:** 129 **G:** 147 **B:** 140 **Hex:** #81938c
Website **PINK**	**C:** 13 **M:** 24 **Y:** 21 **K:** 0	**R:** 222 **G:** 193 **B:** 188 **Hex:** #dec1bc

Main Fonts

MODERN SYMPHONY FONT

Adobe Calson Pro - Lower Case Font

San Serif Options

Myriad Pro - Regular

Myriad Pro - Semibold