

Brand Guidelines

Clifton House Belfast

250th Anniversary



Clear Zone

2023

2023



Logo dont's



Don't distort the logo.



Don't use the brand colours incorrectly.



Don't change the colour of the logo.



Dont use the logo with imagery that is hard to see.

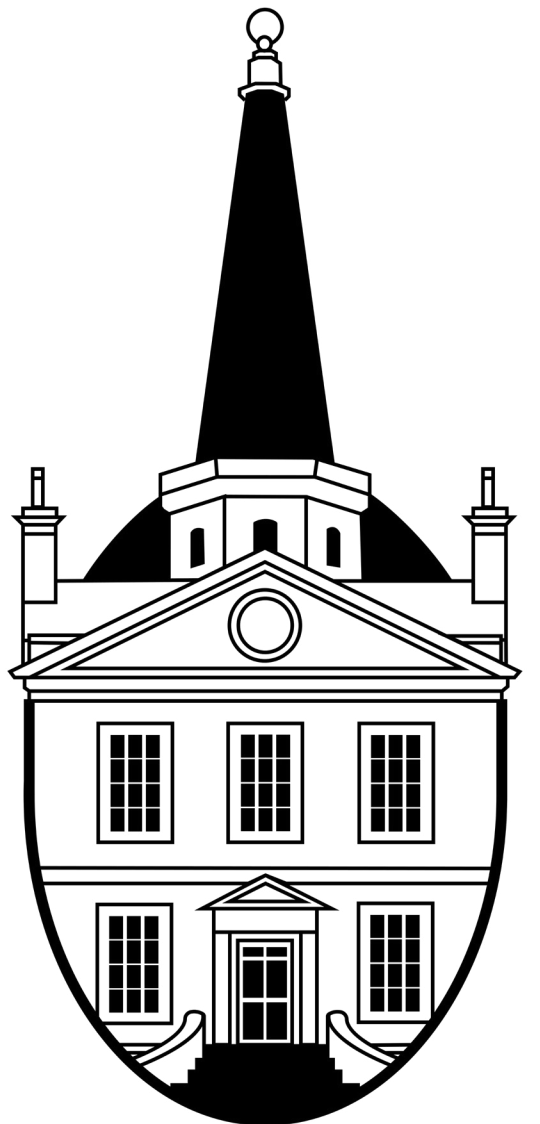
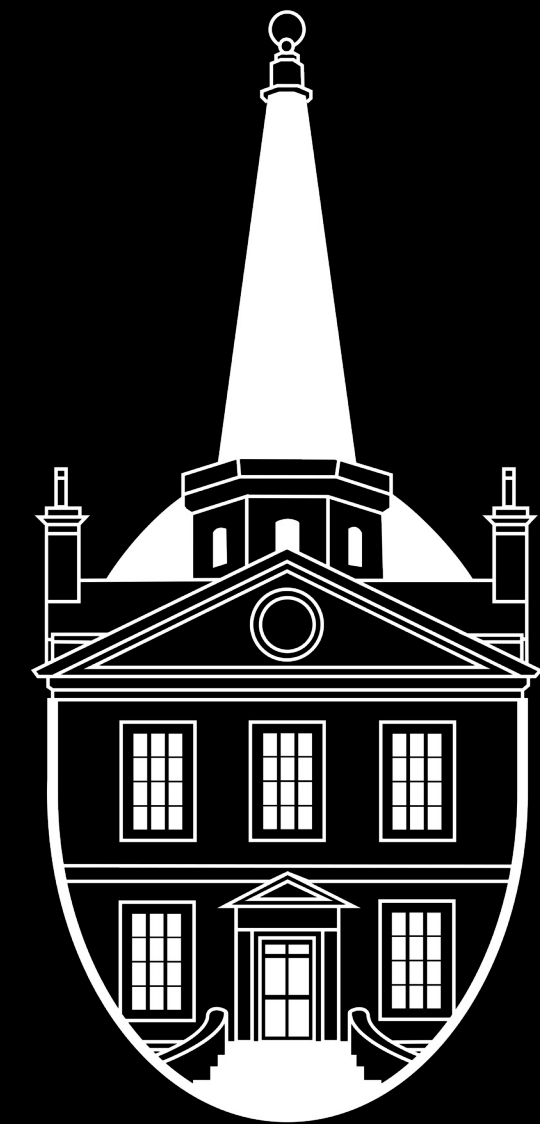
03

The Logo Device

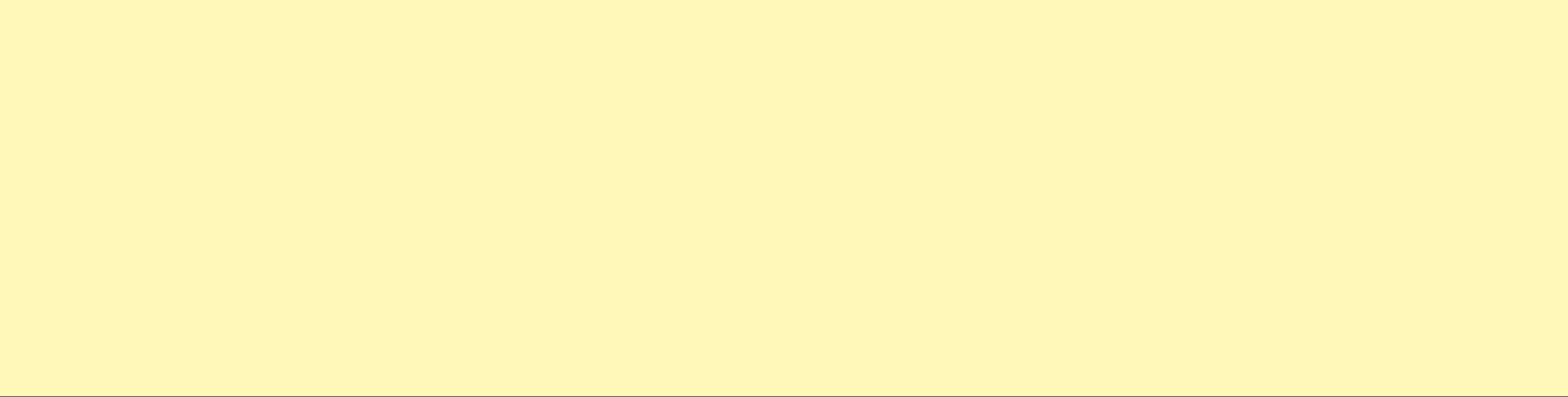
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Light Yellow

(C)0(M)0(Y)38(K)0
#FFF8B8
(R)255(G)248(B)184

Blue

(C)66(M)49(Y)47(K)40
#4E575A
(R)78(G)87(B)90

Bottle Green

(C)76 (M)50 (Y)96 (K)58
#2A3818
(R)42(G)56(B)24

Deep Red

(C)25 (M)100 (Y)100(K)75
#4C0B00
(R)83(G)10(B)0



05

The Typefaces

2023

Primary Font
Gyst Variable Light

Secondary Font
Bodoni 72

2023

Heading Title

Sub- Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Call to action



The Icons

These icons have been created to utilise across social media and any Clifton House platforms.

