Brand Guidelines

Clifton House Belfast

250th Anniversary





Mission Statement

The Clifton House 250th Anniversary brand identity was designed to appeal to a younger audience to continue the legacy and history of the house. The brand also remains appropriate for the current audience, by reflecting on the heritage of the house. The elegant essence within this design breathes future into the brand for sustainability whilst also ensuring we include elements of a traditional look.

250th Anniversary





The Master Logo

Clifton House Belfast

250th Anniversary

2023



Home of the Belfast Charitable Society





Clifton House

250th Anniversary

2023



Home of the Belfast Charitable Society

Clear Zone



250th Anniversary

2023

Logo dont's



Don't distort the logo.



Don't use the brand colours incorrectly.

Clifton House Belfast

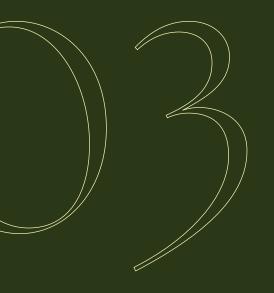
250th Anniversary



Don't change the colour of the logo.



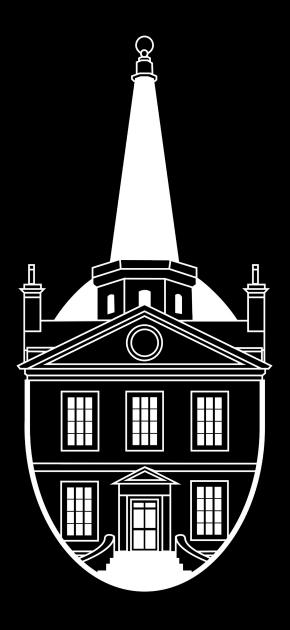
Dont use the logo with imagery that is hard to see.

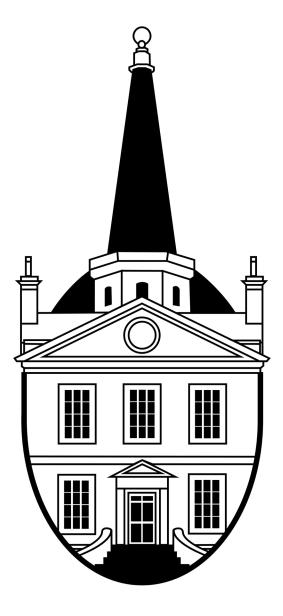


The Logo Device

250th Anniversary

2023







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The Colours

Clifton House Belfast

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2023



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











The Typefaces

250th Anniversary



Primary Font Gyst Variable Light

Clifton House Belfast

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Secondary Font Bodoni 72

Heading Title Sub-Heading

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Call to action

250th Anniversary



The Icons

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

Clifton House Belfast

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The Photography

Any photography used with the 250th anniversary brand should comply with this style of imagery.

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