eightfourtwo
brand styleguide

eightfourtwo

logo and usage

The logo is the most visible element of our identity.

It is vitally important that when people cast their eyes on our logo, they recognise it. Apply it consistently, please.

Our logo appreciates a lot of personal space.

Please ensure it always appears legibly on a clear background.

eightfourtwo

Minimum logo size:
Do not decrease legibility of the logo by reducing it to a size less than 15mm wide.

eightfourtwo

⊢_____⊣
15mm

eightfourtwo   eightfourtwo

1. Do not apply texture or images
   to the logo.

2. Do not outline the logo.

3. Do not distort the logo.

4. Do not rotate the logo.

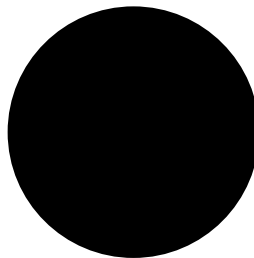✕ *eightfourtwo*

1.

✕ *eightfourtwo*

2.

✕ *eightfourtwo*

3.

✕ *eightfourtwo*

4.

colour palette

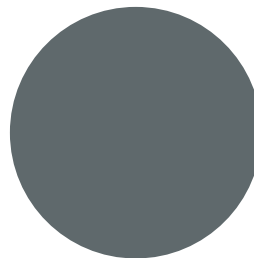The colour palette is a key element to our visual identity.

The colours we use and the way we use them will be key for our audience to build familiarity and recognition.

We only use black, white and shades of grey in keeping with our high-end brand look and feel.
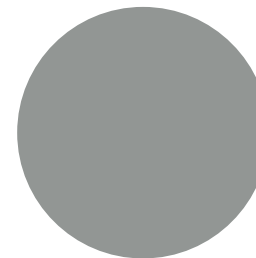
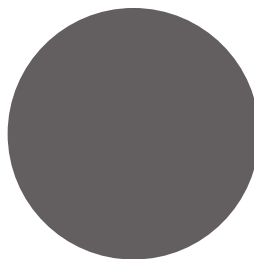### Ebony Black

CMYK: C90 M70 Y60 K100
RGB: 0 0 0

Dark Grey

CMYK: C55 M40 Y40 K30
RGB: 106 113 114

Gunmetal Grey

CMYK: C40 M30 Y33 K10
RGB: 157 158 155

Smoke

CMYK: C35 M33 Y30 K50
RGB: 111 106 106

Pale Grey

CMYK: C8 M5 Y7 K0
RGB: 238 238 238

White

CMYK: C0 M0 Y3 K0
RGB: 255 255 255

typeface and typography

We use Gotham Book and Light in print and on screen (presentations / pdf documents) .

Our typography is strong, consistent and well arranged across all platforms.

Please consider line and letter spacing carefully, together with methods of emphasis and hierarchy.

In headers and quotes we use lowercase only.

Fonts can be purchased at Hoefler&Co:

http://www.typography.com/fonts/gotham/overview/

It is each vendor's legal responsibility to purchase a licensed version of the font before producing final work.

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
abcdefghijkl
mnopqrstvw
xyz
0123456789

Gotham Book

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
abcdefghijkl
mnopqrstvw
xyz
0123456789

Gotham Light

We also use Gotham Thin in print
and on screen for extra big headlines.

Fonts can be purchased
at Hoefler&Co:

http://www.typography.com/fonts/gotham/
overview/

It is each vendor's legal responsibility to purchase
a licensed version of the font before producing
final work.

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ

abcdefghijkl
mnopqrstvw
xyz

0123456789

Gotham Thin

We use Proxima Nova Book and Light online.

Fonts can be purchased at adobe typekit:

https://typekit.com/fonts/proxima-nova

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ

abcdefghijkl
mnopqrstvw
xyz

0123456789

Proxima Nova Book

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ

abcdefghijkl
mnopqrstvw
xyz

0123456789

Proxima Nova Light

writing
considerations

In the rare case that our logo cannot be used or there is a need to be typed out then *eightfourtwo* should always be typed in lower case and in italics.

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eightfourtwo logo

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eightfourtwo using in gotham light
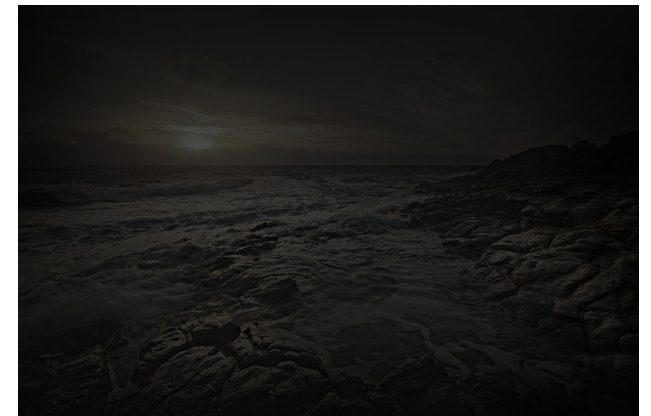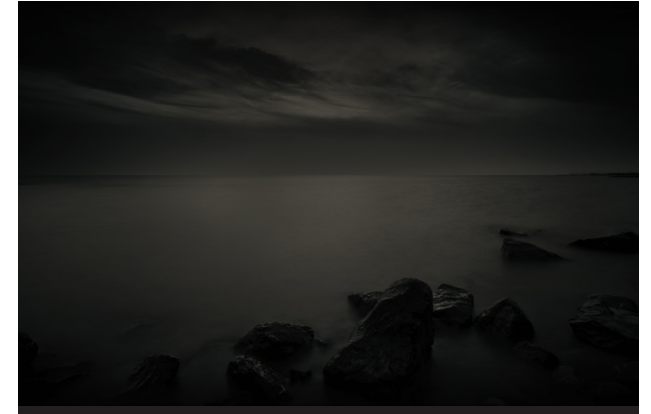
eightfourtwo

eightfourtwo using web font proxima nova light

photography

We use beautifully shot and graded landscapes to help us tell our story.

The photographs reflect the journey we take with our clients and express our qualities.

The grade of the images is in keeping with the mainly black and luxurious feel of our brand.

applications

Examples of the logo positioning
on stationary.

eightfourtwo

Business card

Derek Sumsion Dip PFS
Managing Director

M +44 (0)7917 724 842
D +44 (0)20 3207 9448

derek@eightfourtwo.com
www.eightfourtwo.com

St Clements House
27-28 Clement's Lane
London EC4N 7AE

Eight Four Two Limited is Authorised and Regulated
by the Financial Conduct Authority

eightfourtwo

Compliment slip

Examples of the logo positioning
on stationary.

eightfourtwo

St Clements House
27-28 Clement's Lane
London
EC4N 7AE

hello@eightfourtwo.com
www.eightfourtwo.com

T +44 (0)20 3207 9447
F +44 (0)20 3207 9107

Eight Four Two Limited is Authorised and Regulated by the Financial Conduct Authority number 605566. Registered in England and Wales number 8230406. Registered address: 21 Bedford Square, London, WC1B 3HH.
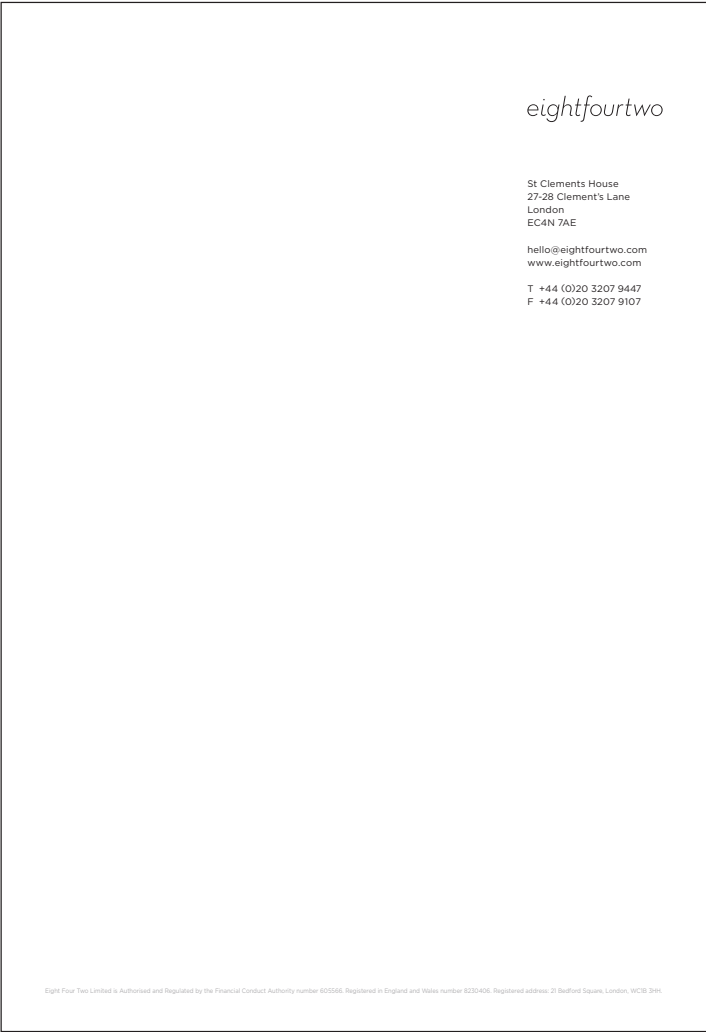
Letterhead

Examples of the logo positioning
on envelope.

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St Clements House
27-28 Clement's Lane
London
EC4N 7AE

hello@eightfourtwo.com
www.eightfourtwo.com

T +44 (0)20 3207 9447
F +44 (0)20 3207 9107
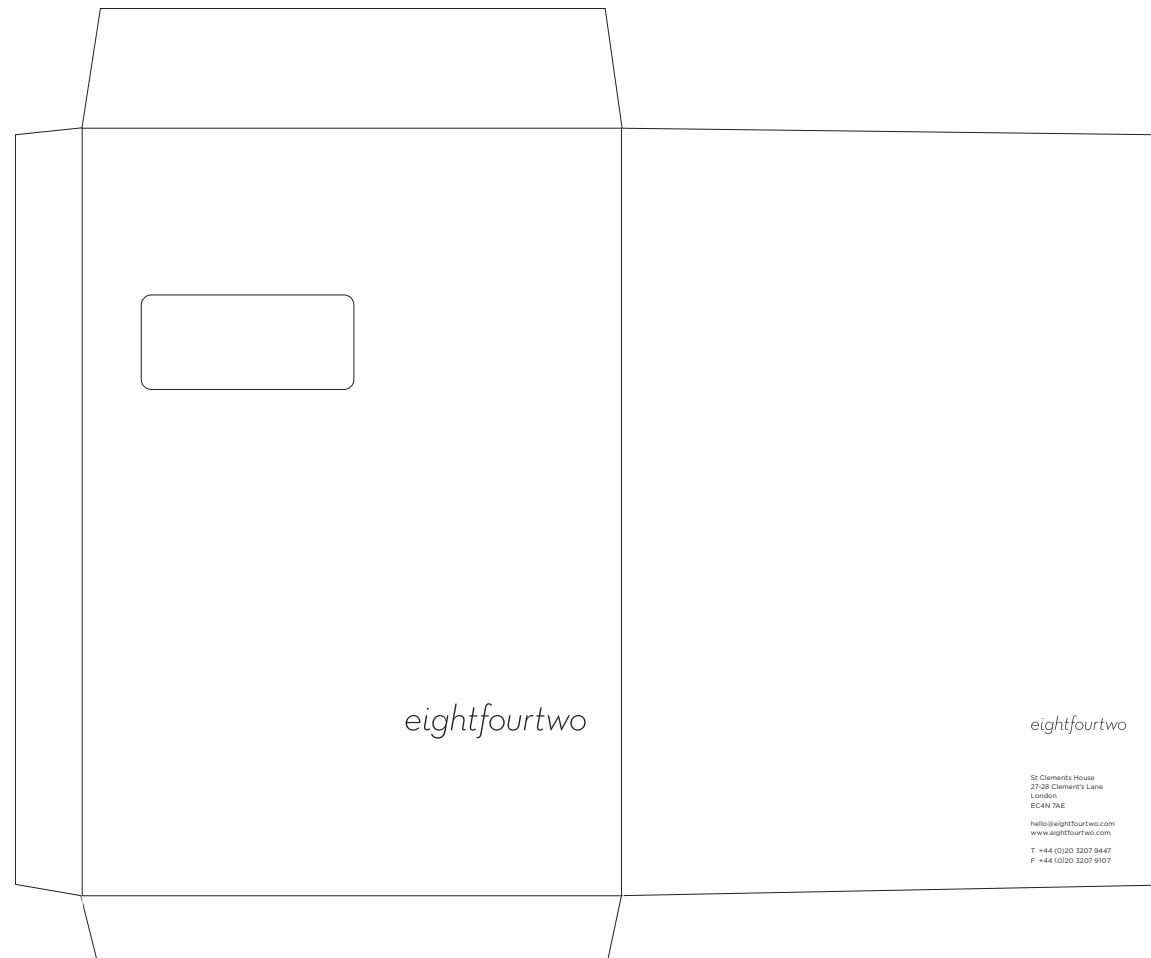
C4 envelope

Examples of the logo positioning
on greeting cards.

Season's Greetings
eightfourtwo
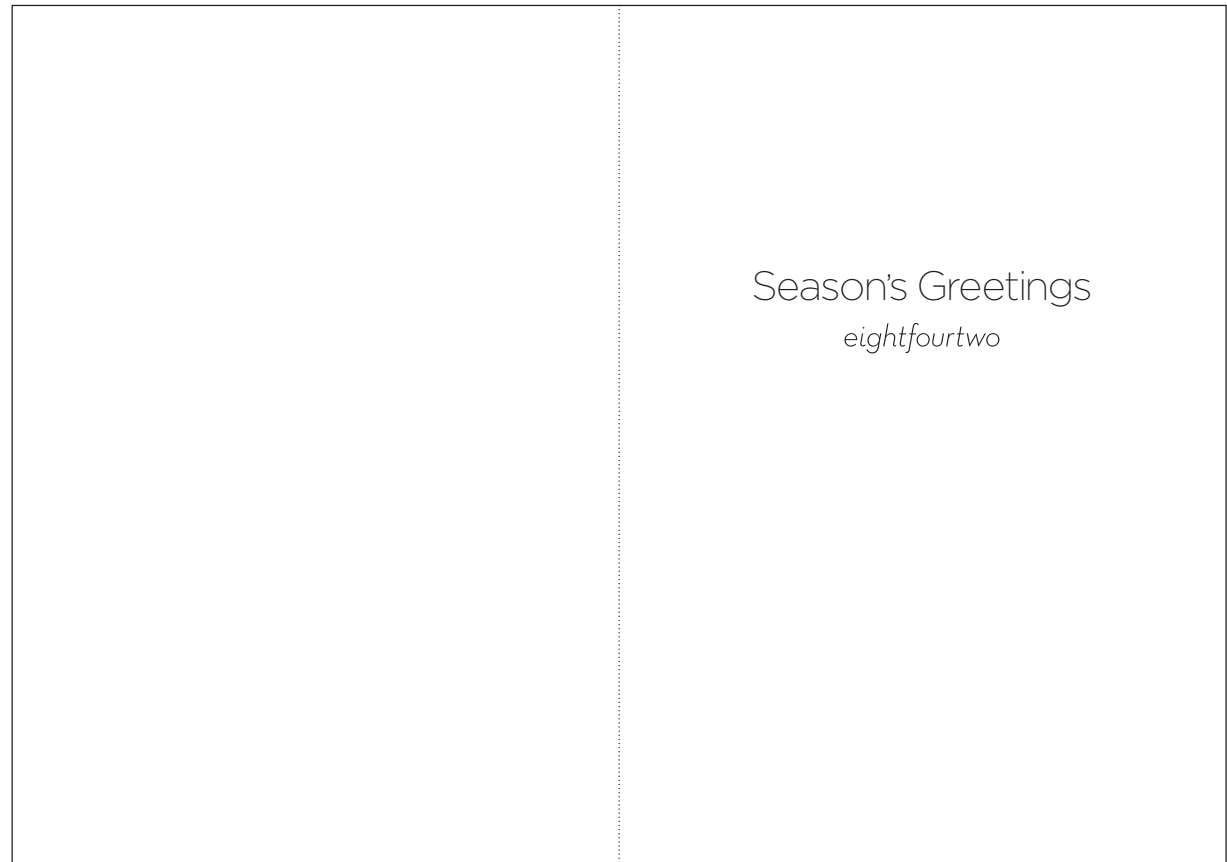
Greeting card

Examples of the logo
positioning online.

members area | contact us

eightfourtwo

Website

print specifications

Everything we do, across all platforms needs to reflect the company's luxurious high-end image and quality we offer.

In order to achieve this we use special print techniques and paper stock.

Business cards:
The cards are gunmetal foiled blocked to both faces on Colorplan ebony black, 540gsm stock and are gilt edged in gunmetal.

C4 window envelopes:
The envelopes are gunmetal foil blocked to both faces on Colourplan ebony black, 135gsm.

Letterheads:
Black foil blocked, printed on Colourplan pale grey, 135gsm. Pantone grey for the small copy.

Compliment slips:
Die cut and black foil blocked to both sides on Colourplan smoke, 540gsm.

heavy gsm
colorplan stock

foil blocked

pantone colours

gilt edged

die cut

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