

Guidelines for use the Brown & Newirth brand

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I.0 Introduction

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I.1 Introduction

Brand consistency

For over 55 years we have been creating the finest jewellery for the most important moments in life. Trusted and valued, our stockists and customers hold us in the highest regard.

Consistent behaviour, presentation, and management of our brand reinforce the high standards of our jewellery. Brand guidelines enable us to maintain and reinforce brand recognition, through the consistent use and application of our branding collateral; maximising our message and its impact.

Our brand standards will ensure the company continues to be viewed in the best possible way.

For any queries on this document please email sarah.andrews@brownandnewirth.com or contact **Sarah Andrews**.

I.2 Introduction

Our purpose

To be the trusted companion when choosing jewellery for the most important moments in life.
To be desirable, to be relatable, to empower.

2.0 Logo

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2.1 Logo

Main brand



Positive portrait logo

This is the Brown & Newirth **primary** logo.

The 'London' streamline is an intrinsic part of the Brown & Newirth logo and must always be present. The relationship between the streamline and the rest of the logo must not be altered in any way. All references to 'Brown & Newirth®' on important documents must include an ampersand and the registered symbol, these must not be removed.

Always ensure that the size of logos work in relation to the size of the document created. Text must always be readable, and the logo must always be legible.

The full suite of logos are available with the marketing team.

2.1 Logo
Main brand



Alternative versions

The alternative logos on the following pages may be used in order to achieve maximum impact. Logos must not be altered in any way.

Brown/white logos to be used for external communications only and must be on the corresponding background ie:
brown on white / white on brown.
Black logo to be used for internal communications only and only on a white background.

No other colour variations should be introduced. Always ensure that the size of logos work in relation to the size of the document created. Text must always be readable, and the logo must always be legible.

2.1 Logo

Main brand (boutiques)



Boutiquess

This logo is brown wood, either standard or backlit and on a fabric panel. This interpretation is exclusively for use in Brown & Newirth® Boutiques.

No other logo variations should be used.

2.2 Logo Requirements



Clear Space
On both primary and secondary logos, the logo must always appear in a clear space with nothing touching it. This space must be at least equal to the height of the letter in 'Brown & Newirth®' as shown opposite.

Minimum size
This space must be at least equal to the height of the letter in 'Brown & Newirth®' as shown opposite. Minimum width is 25mm.

Logos must always be legible.

Minimum size



2.3 Logo

Use of logo



Dos
Correct use of logos in different contexts.

2.3 Logo

Use of logo



Don'ts

Do not change the balance of the logo, or to interfere in any way. The logo must always be used to achieve maximum impact against the background it is presented on.

- Do not distort, change proportions or tilt.
- Do not use on a busy background.
- Do not alter any properties or elements.
- Do not use on a background that is too dark or light.

2.4 Logo

Other logos



CREATED
LABORATORY GROWN DIAMONDS

The logo features the word "CREATED" in a large, thin, uppercase sans-serif font. The letter "A" is stylized with a diamond shape integrated into its center. Below "CREATED", the words "LABORATORY GROWN DIAMONDS" are written in a smaller, all-caps, thin sans-serif font, with wide letter spacing.

Created Lab Grown Diamonds

Created has its own and associated brand guidelines which can be accessed separately.

The Created logo is for use with this collection only.

The relationship between the streamline and the rest of the logo must not be altered in any way.

2.4 Logo
Other logos



Created Lab Grown Diamonds

The Created logo should never compete with the Brown & Newirth® logo by being bigger, overshadowing or distracting away from the main brand logo.

Examples of how it should appear:

3.0 Colours

3.1

Colour palette

16

3.2

Secondary colours

17

3.1

Colours

Colour palette

Brown

Primary colour

CMYK C65 M65 Y63 K59

RGB R57 G50 B49

HEX #393231

Beige

Secondary colour

CMYK C23 M20 Y28 K0

RGB R195 G192 B179

HEX #c5c0b3

Black

Secondary colour

CMYK C75 M68 Y67 K90

RGB R0 G0 B0

HEX #000000

White

Secondary colour

CMYK C0 M0 Y0 K0

RGB R255 G255 B255

HEX #ffffff

Pink

Supplementary colour

CMYK C28 M49 Y43 K2

RGB R183 G 136 B130

HEX #b78882

Clarke & Clarke

Fabric colour

Design Martello

Colour Parchment

Code F1275/35

Core brand colours

The core brand colours must be consistent across all Brown & Newirth® collateral.

The supplementary colour of beige is used wherever a fourth colour is needed in the collateral to create tonally different look.

3.2 Colours

Secondary colours

Contact Icons

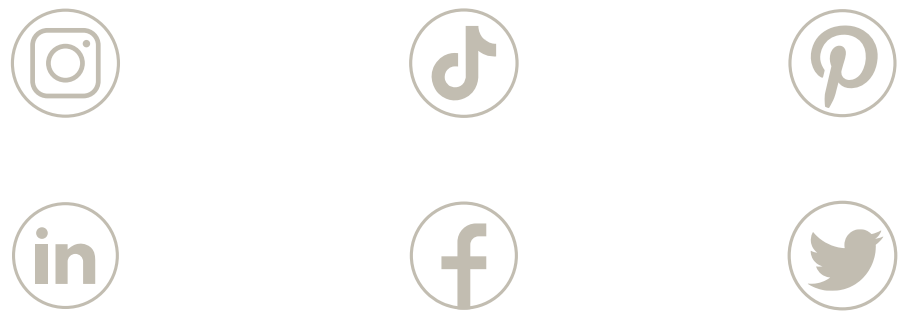


The secondary colour palette contains a suite of rich, dynamic colours all chosen for their aesthetic relation to one another and have a synergy.

These colours can be used in tender documents to depict graphics, icons, and bring data to life.

The secondary palette should be used sparingly.

Social Media Icons



4.0 Typography

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4.1

Typography

Our font

Typeface

Typography enhances of our visual identity.

Gill Sans is classified as a humanist sans serif, making it very legible and readable in text and display work.The condensed, bold and display versions are excellent for packaging or posters. Gill Sans exudes a modern feel due to its clear, generous and original characters. We use heavy for headlines and light/regular for body copy depending on application. Gill Sans is widely available for Mac® and PC.

4.1 Typography

Our font

Gill Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!£&

Gill Sans Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!£&

Gill Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!£&

Gill Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,;:!£&

Gill Sans
Gill Sans should always be used for external marketing material and collateral but in cases where it's unavailable or unable to be used, for example anything in editable formats e.g. PowerPoint presentations etc., please use Arial.

Gill Sans Bold
To be used sparingly in sentence case for top headlines with no more than six words.

Gill Sans Semi Bold
To be used for subheadings, headings in body copy, call out text, large intro copy or headlines with more than six words.

Gill Sans Regular
To be used for all body copy.

Gill Sans Light
To be used for all body copy.

Do not use any other formats for Gill Sans

4.2 Typography

Secondary font

Stem Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:;!£&

Stem Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:;!£&

Stem Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:;!£&

Stem
Stem Text is a workhorse typeface, a geometric sans-serif with a semi-closed aperture and a large x-height. The design of StemText allows to use it in body text sizes as well as in headlines.

Stem Medium
To be used sparingly in sentence case for top headlines with no more than six words.

Stem Light
To be used for subheadings, headings in body copy, call out text, large intro copy or headlines with more than six words.

Stem Extra Light
To be used for all body copy.

Do not use any other formats for Stem.

4.3 Typography

Secondary font

Arial Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!£&

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!£&

Arial Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,:!£&

Arial
If Gill Sans is not available for use on external documents (such as those created in editable formats where external parties may not have Gill Sans) please use Arial as it is a readily available font and is packaged with all versions of Microsoft®.

Arial Extra Bold
To be used sparingly in sentence case for top headlines with no more than six words.

Arial Bold
To be used for subheadings , headings in body copy, call out text, large intro copy or headlines with more than six words.

Arial Light
To be used for all body copy.

Do not use any other formats for Arial.

4.4 Typography

Fonts in use

Font: **Gill Sans**

1 **Main heading**

2 **Supporting copy** sapis elenihil int prepudit quia et abo ehenissinis exernam facerumet ullupta quimi si doluptate mi ommos vide.

3 **Sub heading**

4 **Body copy** ehenissinis exemam facerumet ullupta quasimi, si doluptate mi, ommos vid esequamet vendit, velestis dem quassitas sitio et quiatem sunt odis dem faceat quam, te rehendus et volendelenda quanto cumquia spidus entio mo quia nobis maio tem et quisquatum di re, culparc hilignis aliqui od que exeris dolupta tistem quam dolendusciet.

Omniaerf erumqui que non nus Atur, nonsendit evelendenti resente expelen ditati net lacime si volorer umquiaprae min pratquo ditatus intias autam faccum aciam qui cores poreium nonseratisto con nonse nat im captatur, sum fuga. Quis ut occullupiet excearc hillici endenti resente expelen ditati net lacime si volorer umquia.

Font: **Arial**

1 **Main heading**

2 **Supporting copy** sapis elenihil int prepudit quia et abo ehenissinis exernam facerumet ullupta quimi si doluptate mi ommos vide.

3 **Sub heading**

4 **Body copy** ehenissinis exemam facerumet ullupta quasimi, si doluptate mi, ommos vid esequamet vendit, velestis dem quassitas sitio et quiatem sunt odis dem faceat quam, te rehendus et volendelenda quanto cumquia spidus entio mo quia nobis maio tem et quisquatum di re, culparc hilignis aliqui od que exeris dolupta tistem quam dolendusciet.

Omniaerf erumqui que non nus Atur, nonsendit evelendenti resente expelen ditati net lacime si volorer umquiaprae min pratquo ditatus intias autam faccum aciam qui cores poreium nonseratisto con nonse nat im captatur, sum fuga. Quis ut occullupiet excearc hillici endenti resente expelen ditati net lacime si volorer umquia.

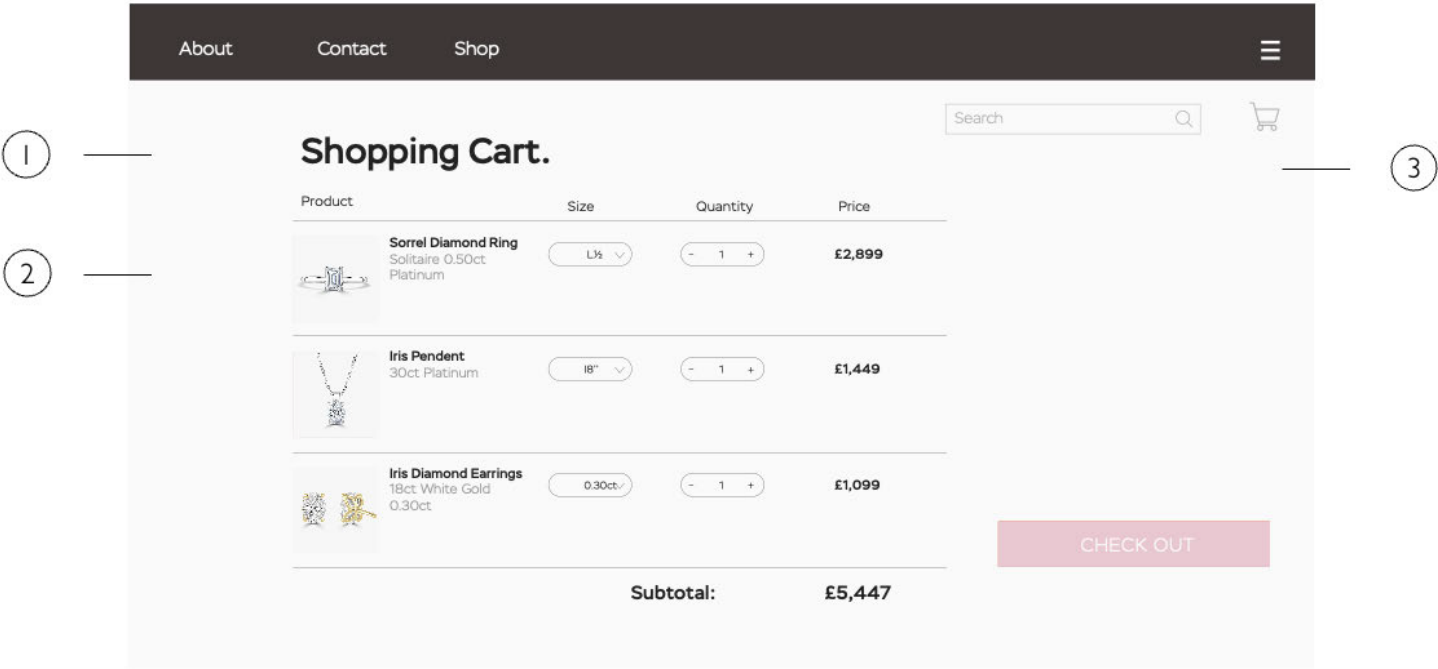
- Gill Sans**
- 1. **Headline** Gill Sans Bold
 - 2. **Supporting copy/large intro** Gill Sans Semi Bold
 - 3. **Sub heading** Gill Sans Regular
 - 4. **Body copy** Gill Sans Light

- Arial**
- 1. **Headline** Arial Extra Bold
 - 2. **Supporting copy/large intro** Arial Bold
 - 3. **Sub heading** Arial Light

4.4 Typography

Fonts in use

- 1. Header Stem Medium
- 2. Product information Stem Light
- 3. Search bar Stem Extra Light

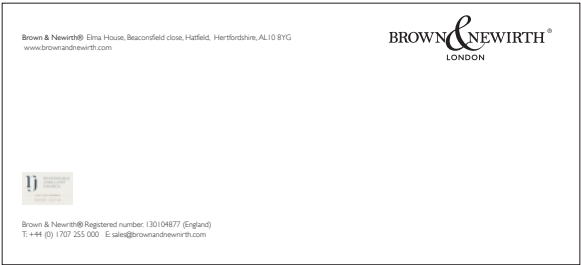


5.0 Brand application

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5.1 Brand application

Stationery



Printed specification

Master artwork for all the printed stationery shown is available in Adobe InDesign® format, which can be given to your printer to customise with specific address details as required.

Letterhead/comp slip paper stock

The two paper options are:

- a) Mondi Colour Copy FSC 250gsm.
- b) Mondi Colour Copy FSC min 50% 100gsm.

Business cards paper stock

Moo - original white rounded, 350gsm.

Sizes

Letterhead size is (A4) 210mm x 297mm.
Comp slip size is (1/3, A4) 210mm x 99mm.
Business card size is 84mm x 55mm.

5.1

Brand application

Stationery



Digital Specification

An electronic A4 version of the letterhead is available on B&N Assets 2023.

5.2 Brand application

Email footer

① → Curabitur et suscipit eros. Sed eget posuere lorem. Phasellus quis est odio. Fusce massa nisi, elementum in tempus sagittis, commodo non turpis.

② → **Sarah Andrews**
③ → Head of PR & Marketing



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♻️ Please consider the environment before printing this email.

Specification
If you require assistance setting up your email footer, please contact the marketing team.

The fields highlighted are to be personalised.

- 1. Body copy**
Gill Sans Light 10pt / Black
- 2. Full name**
Gill Sans Regular 10.5pt / Black
- 3. Job title**
Gill Sans Regular 9pt / Black
- 4. Address and telephone number**
Gill Sans Light 10pt / Black
- 5. Small print**
Gill Sans Light 6pt / Black

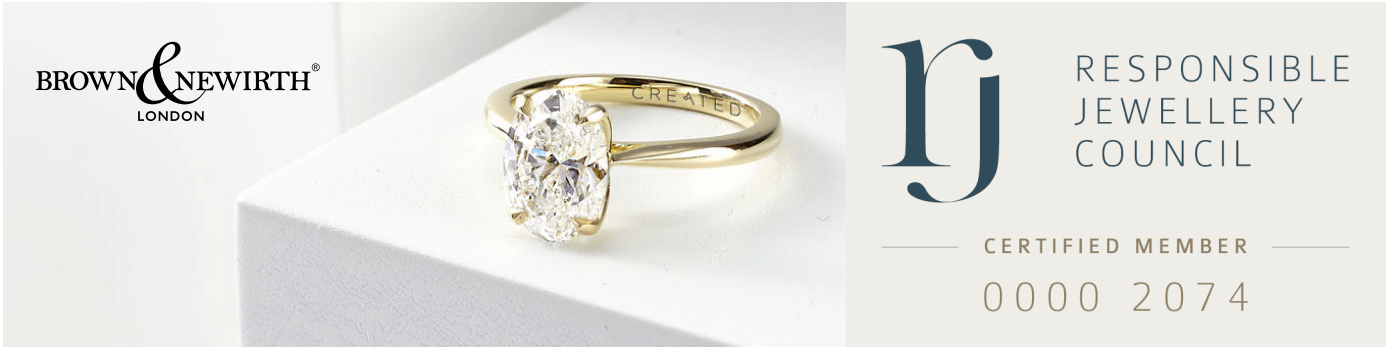
5.2 Brand application
Email footer

Social media icons specifications

Icons is 18.2825(w) x 18.2825(h)
Canvas is 21px by 21px

Banner specifications

Canvas size 14.3cm(w) x 3.59cm (h)



6.0 Contact

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