

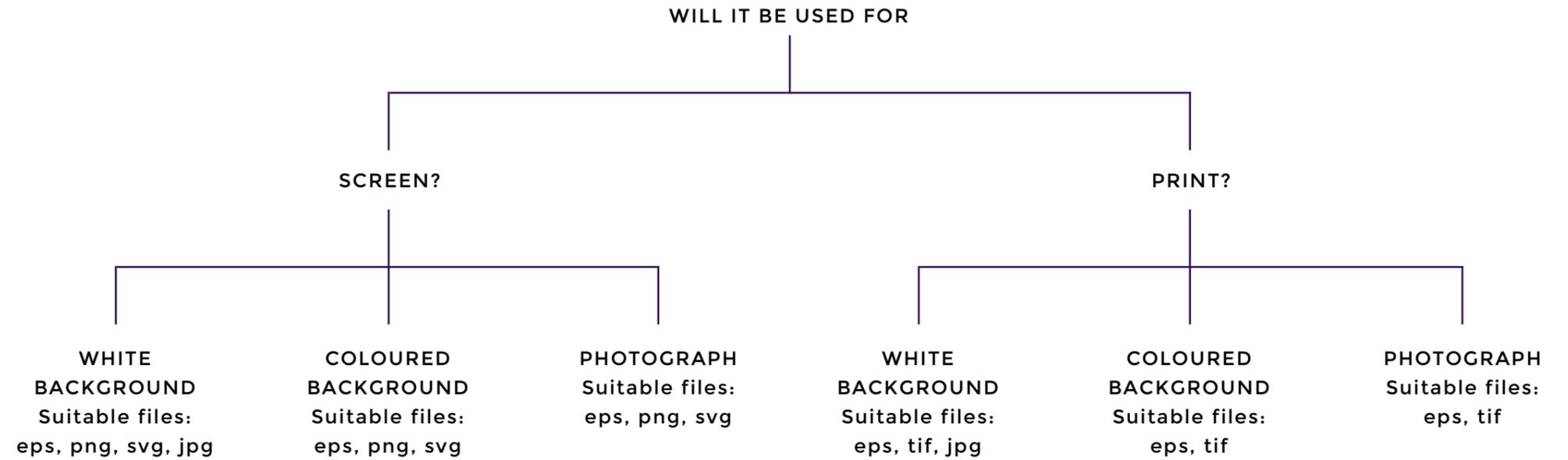


Logo user guide



Best Practice





The preferred colour option for the logo is aubergine or gold, but it is also available in black and white. Choose the logo whose colour stands out most from the background you're placing it on. Always ensure that the logo is legible when choosing the colour.

NB. JPEGS CANNOT BE TRANSPARENT SO SHOULD ONLY BE USED ON A WHITE BACKGROUND. CHECK YOU ARE USING THE RGB FILES

The preferred colour option for the logo is aubergine or gold, but it is also available in black and white. Choose the logo whose colour stands out most from the background you're placing it on. Always ensure that the logo is legible when choosing the colour.

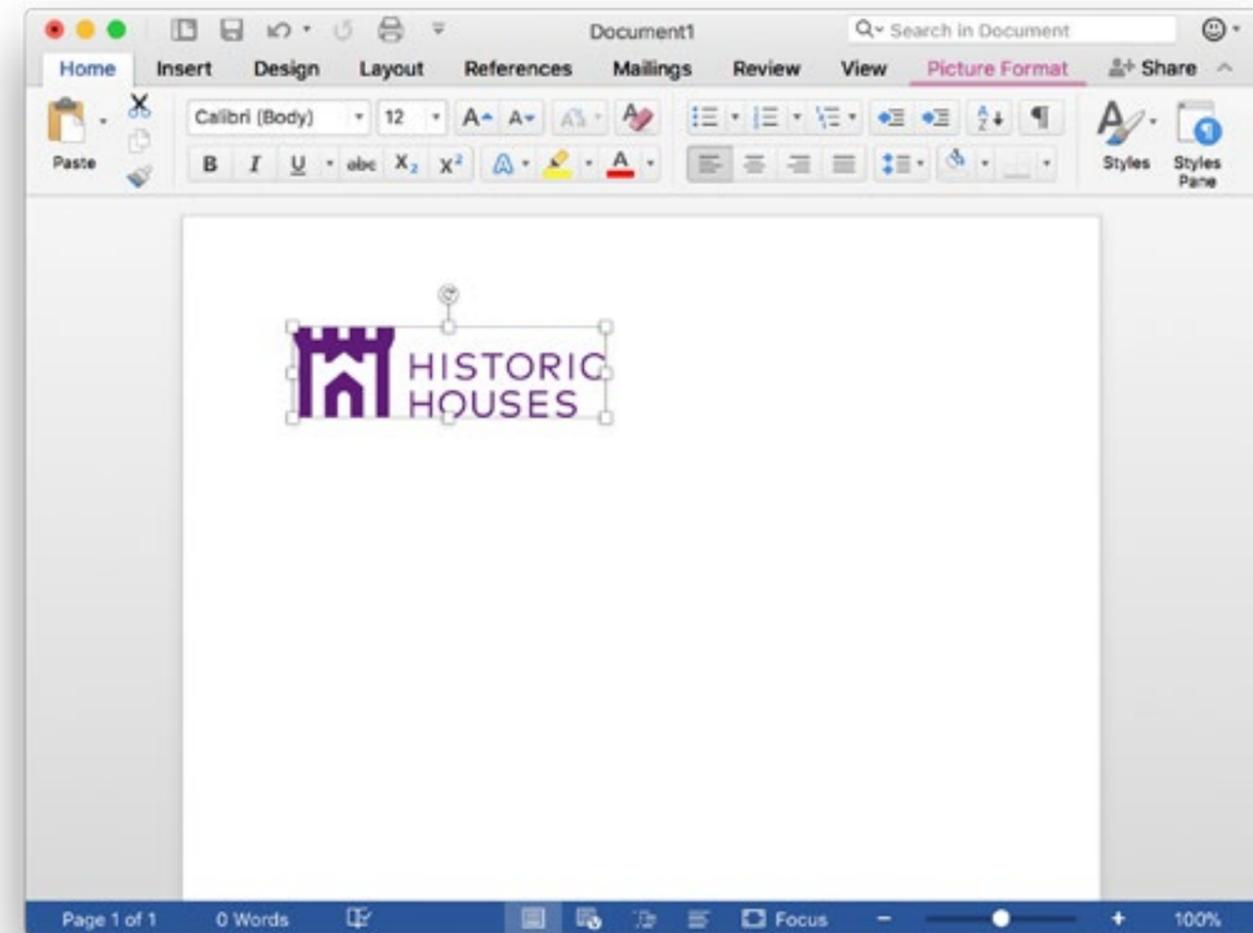
NB. JPEGS CANNOT BE TRANSPARENT SO SHOULD ONLY BE USED ON A WHITE BACKGROUND. CHECK YOU ARE USING THE CMYK FILES

LOGO VERSION



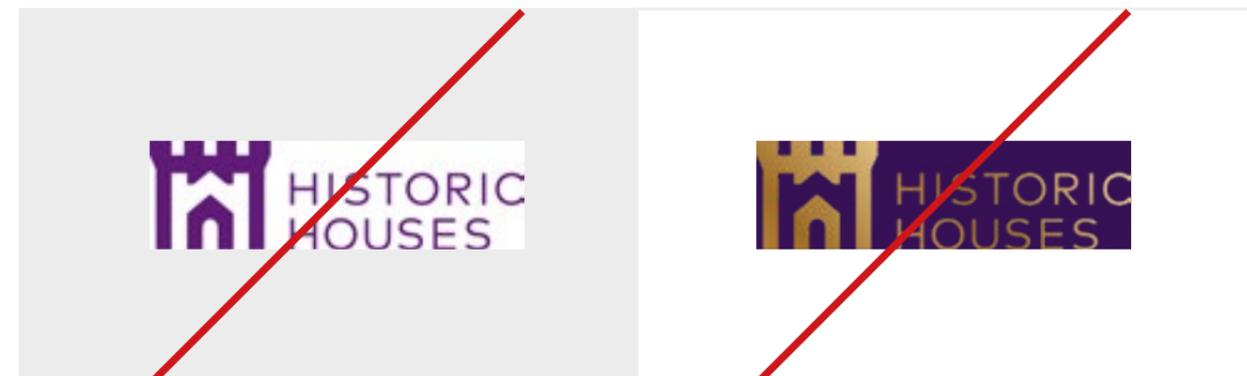
When adjusting the size of the logo, hold down the shift key to scale the logo proportionally.

For MS Office programs, RGB jpg or png files are the best option.



Do not place jpg files on a coloured background or they will have a white box around them.

Do not put a coloured background behind the logos on a white background.



Logo clear space

To make the logo stand out, don't put any text or images in the clear space shown in the diagrams here.

LOGO

Around the logo, leave space equivalent to the height of the middle house in the symbol.

SYMBOL

The symbol alone should have a clearspace of the width of the smallest house around it.

Minimum size

The smallest legible size for the logo for both print and screen are indicated here. Minimum sizes for other processes, like embroidery or engraving, vary for each process: we recommend careful testing.

HORIZONTAL LOGO - CLEARSPACE



VERTICAL LOGO CLEARSPACE



PRINT & SCREEN MINIMUM SIZES



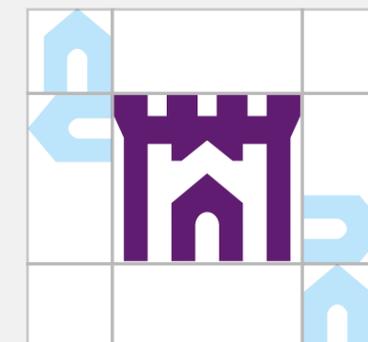
Print **33mm**
Screen **70 pixels**

VERTICAL LOGO PRINT & SCREEN MINIMUM SIZES



Print **20mm**
Screen **45 pixels**

SYMBOL ONLY



SYMBOL MINIMUM SIZE

Print **10mm**
Screen **32 pixels**
Please use favicon version of the 16x16 pixel symbol.

- 1 place the logo on complicated background imagery.
- 2 change the colour of the logo.
- 3 recreate the logotype or strapline in another font, or different case.
- 4 scale the logotype.
- 5 redraw the logo in any way.
- 6 reposition the logotype or strapline.
- 7 skew or stretch the logo.
- 8 place on an angle.
- 9 use the secondary colours for the logo.
- 10 do not create subbrands from the logo mark unless approved by the brand team.
- 11 do not use the logotype in isolation.
- 12 do not create variations of the logo.





Assets file index

There are four versions of our logo. Our master logo comes in landscape (1) and portrait (2) formats. We have also provided a wide version (3) for restricted use.

The main colour way is aubergine, but all versions of the logo are supplied in gold and mono versions, in Pantone and CMYK for print and RGB for on screen. The files are .eps, .tif and .png – .eps vector files are supplied in Pantone, CMYK and RGB and are the preferred file type, the .tif files are transparent pixel based files in CMYK, and the .png files are transparent pixel based files in RGB. The .jpg file is for social media only.

USE OF GOLD LOGO

The gold logo is to be used primarily for screen applications. When printed, only use the gold if Historic Houses have control of the print specifications. The logo can be printed in Pantone 873U or a gold foil.

KEY

pms = pantone printing
 cmyk = 4 colour printing
 rgb = on screen use

.eps= vector file format
 .tif = pixel format (print only)
 .png = pixel format
 (on screen only)
 .jpg = pixel format
 (social media and favicon only)



1A. MASTER LANDSCAPE (AUBERGINE)

- HistoricHouses_Logo_Landscape_Aubergine_CMYK.eps
- HistoricHouses_Logo_Landscape_Aubergine_CMYK.tif
- HistoricHouses_Logo_Landscape_Aubergine_CMYK.jpg
- HistoricHouses_Logo_Landscape_Aubergine_RGB.eps
- HistoricHouses_Logo_Landscape_Aubergine_RGB.png
- HistoricHouses_Logo_Landscape_Aubergine_RGB.svg
- HistoricHouses_Logo_Landscape_Aubergine_RGB.jpg



1B. MASTER LANDSCAPE (GOLD)

- (No Pantone)*
- HistoricHouses_Logo_Landscape_Gold_RGB.eps
- HistoricHouses_Logo_Landscape_Gold_RGB.png
- HistoricHouses_Logo_Landscape_Gold_RGB.svg
- HistoricHouses_Logo_Landscape_Gold_RGB.jpg



1C. MASTER LANDSCAPE (GOLD PANTONE)

- HistoricHouses_Logo_Landscape_Gold_Pantone.eps



1D. MASTER LANDSCAPE (BLACK)

- (No Pantone)*
- HistoricHouses_Logo_Landscape_Black.eps
- HistoricHouses_Logo_Landscape_Black.tif
- HistoricHouses_Logo_Landscape_Black.png
- HistoricHouses_Logo_Landscape_Black.svg
- HistoricHouses_Logo_Landscape_Black.jpg



1E. MASTER LANDSCAPE (WHITE)

- (No Pantone)*
- HistoricHouses_Logo_Landscape_White.eps
- HistoricHouses_Logo_Landscape_White.tif
- HistoricHouses_Logo_Landscape_White.png
- HistoricHouses_Logo_Landscape_White.svg

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2A. MASTER PORTRAIT (AUBERGINE)

HistoricHouses_Logo_Portrait_Aubergine_CMYK.eps
 HistoricHouses_Logo_Portrait_Aubergine_CMYK.tif
 HistoricHouses_Logo_Portrait_Aubergine_CMYK.jpg
 HistoricHouses_Logo_Portrait_Aubergine_RGB.eps
 HistoricHouses_Logo_Portrait_Aubergine_RGB.png
 HistoricHouses_Logo_Portrait_Aubergine_RGB.svg
 HH_Logo_Portrait_Aubergine_RGB.jpg



2B. MASTER PORTRAIT (GOLD)

(No Pantone)
 HistoricHouses_Logo_Portrait_Gold_RGB.eps
 HistoricHouses_Logo_Portrait_Gold_RGB.png
 HistoricHouses_Logo_Portrait_Gold_RGB.svg
 HistoricHouses_Logo_Portrait_Gold_RGB.jpg



2C. MASTER PORTRAIT (GOLD PANTONE)

HistoricHouses_Logo_Portrait_Gold_Pantone.eps



2D. MASTER PORTRAIT (BLACK)

(No Pantone)
 HistoricHouses_Logo_Portrait_Black.eps
 HistoricHouses_Logo_Portrait_Black.tif
 HistoricHouses_Logo_Portrait_Black.jpg
 HistoricHouses_Logo_Portrait_Black.png
 HistoricHouses_Logo_Portrait_Black.svg



2E. MASTER PORTRAIT (WHITE)

(No Pantone)
 HistoricHouses_Logo_Portrait_White.eps
 HistoricHouses_Logo_Portrait_White.tif
 HistoricHouses_Logo_Portrait_White.png
 HistoricHouses_Logo_Portrait_White.svg

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HISTORIC HOUSES

3A. WIDE - RESTRICTED USE ONLY (AUBERGINE)

HistoricHouses_Logo_Wide_Aubergine_CMYK.eps
HistoricHouses_Logo_Wide_Aubergine_CMYK.tif
HistoricHouses_Logo_Wide_Aubergine_CMYK.jpg

HistoricHouses_Logo_Wide_Aubergine_RGB.eps
HistoricHouses_Logo_Wide_Aubergine_RGB.png
HistoricHouses_Logo_Wide_Aubergine_RGB.svg
HistoricHouses_Logo_Wide_Aubergine_RGB.jpg

HISTORIC HOUSES

3B. WIDE - RESTRICTED USE ONLY (GOLD)

(No Pantone)
HistoricHouses_Logo_Wide_Gold_RGB.eps
HistoricHouses_Logo_Wide_Gold_RGB.png
HistoricHouses_Logo_Wide_Gold_RGB.svg
HistoricHouses_Logo_Wide_Gold_RGB.jpg

HISTORIC HOUSES

3C. WIDE - RESTRICTED USE ONLY (GOLD PANTONE)

HistoricHouses_Logo_Wide_Gold_Pantone.eps

HISTORIC HOUSES

3D. WIDE - RESTRICTED USE ONLY (BLACK)

(No Pantone)
HistoricHouses_Logo_Wide_Black.eps
HistoricHouses_Logo_Wide_Black.tif
HistoricHouses_Logo_Wide_Black.png
HistoricHouses_Logo_Wide_Black.svg
HistoricHouses_Logo_Wide_Black.jpg

HISTORIC HOUSES

3E. WIDE - RESTRICTED USE ONLY (WHITE)

(No Pantone)
HistoricHouses_Logo_Wide_White.eps
HistoricHouses_Logo_Wide_White.tif

HistoricHouses_Logo_Wide_White.png
HistoricHouses_Logo_Wide_White.svg

Our symbol should only be used on its own if the wording 'Historic Houses' is used prominently nearby. The main colour way is aubergine, but all versions of the logo are supplied in gold and mono versions, in Pantone and CMYK for print and RGB for on screen. The files are .eps, .tif and .png - .eps vector files are supplied in Pantone, CMYK and RGB and are the preferred file type, the .tif files are transparent pixel based files in CMYK, and the .png files are transparent pixel based files in RGB. The .jpg file is for social media only.

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4A. SYMBOL ONLY (AUBERGINE)

HistoricHouses_Symbol_Aubergine_CMYK.eps
 HistoricHouses_Symbol_Aubergine_CMYK.jpeg
 HistoricHouses_Symbol_Aubergine_RGB.eps
 HistoricHouses_Symbol_Aubergine_RGB.png
 HistoricHouses_Symbol_Aubergine_RGB.svg
 HistoricHouses_Symbol_Aubergine_RGB.jpg



4B. SYMBOL ONLY (GOLD)

(No Pantone)
 HistoricHouses_Symbol_Gold_RGB.eps
 HistoricHouses_Symbol_Gold_RGB.png
 HistoricHouses_Symbol_Gold_RGB.svg
 HistoricHouses_Symbol_Gold_RGB.jpg



4C. SYMBOL ONLY (GOLD PANTONE)

HistoricHouses_Symbol_Gold_Pantone.eps



4D. SYMBOL ONLY (BLACK)

(No Pantone)
 HistoricHouses_Symbol_Black.eps
 HistoricHouses_Symbol_Black.png
 HistoricHouses_Symbol_Black.svg
 HistoricHouses_Symbol_Black.jpg



4E. SYMBOL ONLY (WHITE)

(No Pantone)
 HistoricHouses_Symbol_White.eps
 HistoricHouses_Symbol_White.png
 HistoricHouses_Symbol_White.svg



5. SOCIAL MEDIA

HistoricHouses_SocialMedia_Logo_RGB.jpg

Please note, the social media logo is formatted to be used as both square and circular profile images, and is supplied at 1000x1000px to cover the various sizes across social media channels.

If you would like to know anything
more about the Historic Houses
identity please contact:

Laura Bogard on 020 7259 5688