



BARTMANN
GOES **GLOBAL**

Brand guidelines

LOGO

The logo incorporates a round element with a Bartmann-style face and the words 'Bartmann goes global'

It can be used in a number of different colourways, based on the selected colour palette.



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COLOURS

The main colours are red and blue,
with an orange available as an accent
colour.



RBG: 41 / 57 / 143
CMYK: 96 / 88 / 5 / 15
HEX: 293984



RBG: 190 / 50 / 76
CMYK: 17 / 94 / 64 / 8
HEX: BE324C



RBG: 239 / 89 / 44
CMYK: 0 / 80 / 92 / 0
HEX: EF592C

TYPEFACE

The font is Roboto, which is free to download and use, and is available in a number of different weights.

Heading 1: Title – Roboto Black 19pt

Heading 2: New chapter – Roboto Bold 16pt

Heading 3: New section – Roboto Black 13pt

Heading 4: Sub section – Roboto Bold 12pt

Body text – Roboto 12pt

Captions – Roboto Italic 10pt

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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DESIGN ELEMENTS

The round element from the logo can be used as a stand-alone design element, in any combination of the colours (as well as black/white), for instance in a powerpoint presentation.

Other elements are inspired by details from beards and roundels on Bartmann jugs; these can also be used in any of the colours.

