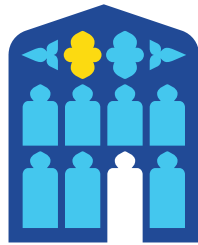


the logo

The Cumberland Lodge logo has been specially drawn and must not be altered or recreated.



Cumberland Lodge

exchanging views, inspiring minds

brochure size
65.6mm 186px



Cumberland Lodge
exchanging views, inspiring minds

stationery size
55.7mm 158px



Cumberland Lodge
exchanging views, inspiring minds

minimum size
37.4mm 106px



Cumberland Lodge
exchanging views, inspiring minds

clear space
equal to width of window-frame shape



recommended sizes

Shown here are recommended sizes for the Cumberland Lodge logo on brochures and stationery – letterheads, business cards and compliments slips. Also shown is the minimum recommended size for the logo. Pixel dimensions are for standard, 72ppi computer screens – please adjust them for higher resolution displays.

clear space

The Cumberland Lodge logo should be surrounded by clear space equal to the width of window-frame shape, as shown here. Nothing – apart from background colours or images – should be in this space.



versions of the logo

There are full-colour versions of the Cumberland Lodge logo for CMYK and RGB colourspaces. There are also black and white versions, which should be used when the full-colour version cannot (see pages 4–5 for guidance).



the logo on coloured backgrounds and images

The full-colour versions of the Cumberland Lodge logo must only be used on white backgrounds or on pale and undetailed areas of photographs.

Shown here and on page 5 are correct and incorrect uses of the logo.



the logo on coloured backgrounds and images

The black and white versions of the Cumberland Lodge logo can be used on coloured, black and white backgrounds and when full-colour reproduction is not possible (for example, with a black-and-white printer). Choose a version of the logo that contrasts well with the background.

Shown here and on page 4 are correct and incorrect uses of the logo.



ink blue
Pantone 7687
C100 M80 Y0 K0
R14 G65 B148
#0E4194



gold
Pantone 108
C0 M10 Y100 K0
R255 G221 B0
#FFDD00



sky blue
Pantone 306
C80 M0 Y0 K0
R0 G177 B235
#00B1EB



75% sky blue
75% Pantone 306
C60 M0 Y0 K0
R89 G198 B242
#59C6F2



artichoke green
Pantone 7740
C79 M19 Y100 K4
R55 G143 B54
#378F36



40% artichoke green
40% Pantone 7740
C32 M8 Y40 K2
R175 G210 B175
#AFD2AF



pippin orange
Pantone 1385
C13 M57 Y100 K3
R214 G125 B14
#D67D0E



40% pippin orange
40% Pantone 1385
C5 M23 Y40 K1
R239 G203 B159
#EFCB9F



radish pink
Pantone 675
C19 M90 Y9 K1
R201 G52 B130
#C93482



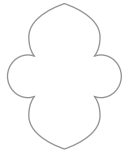
colour

The Cumberland Lodge colour palette comprises three core colours, three secondary colours and tints of some of them, plus black and white, as shown here. It has been inspired by the paintings and decoration found inside the Lodge.

40% radish pink
40% Pantone 675
C8 M36 Y4 K0
R233 G174 B205
#E9AECB



white
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



black
C0 M0 Y0 K100
R0 G0 B0
#000000

