



BY APPOINTMENT TO
H.R.H. THE DUKE OF EDINBURGH
HAIRDRESSERS

TRUEFITT & HILL

EST. 1805 • ST. JAMES'S • LONDON

BRAND USAGE GUIDELINES



LOGOTYPE

TRUEFITT&HILL
EST. 1805 • ST. JAMES'S • LONDON

NOTES

Use only EPS or AI files for printed materials. JPG or PNG files should be used primarily for on-screen viewing.
To avoid any alteration or disproportionate usage of the logo, it is advisable to acquire a digital copy as per attached.



LOGOTYPE SIMPLE VERSION

TRUEFITT&HILL

Width: 15mm minimum - 45mm maximum

LOGOTYPE STANDARD VERSION

TRUEFITT&HILL
EST. 1805 • ST. JAMES'S • LONDON

Width: 45mm minimum

LOGOTYPE FULL VERSION



TRUEFITT&HILL
EST. 1805 • ST. JAMES'S • LONDON

15mm minimum - 45mm maximum

LOGOTYPE ROYAL WARRANT VERSION USAGE BY WRITTEN PERMISSION ONLY



TRUEFITT&HILL
EST. 1805 • ST. JAMES'S • LONDON

15mm minimum - 45mm maximum

NOTES

This is the main visual brand identifier of Truefitt & Hill and must be displayed on all material whenever possible. It is strongly recommended to use the full version of the logo whenever possible, which includes the use of the T&H Shield. Minimum sizes have been defined to avoid any problems with legibility. The simple version is only applicable when used as a supporting component or there is a limitation on layout. It can also be used as a watermark or for initial purposes. The Royal Warrant version of the logo is governed by a strict set of rules issued by the Lord Chamberlain and the usage of this logo version can only be made following a written permission of Truefitt & Hill.



T&H SHIELD FULL VERSION



Height:
20mm minimum

T&H SHIELD SIMPLE VERSION



Height:
20mm minimum

NOTES

The coat of arms can be used as a decorative element, alone or together with the logo. Its use is strictly regulated to ensure its value is not diluted.

CORPORATE TAGLINE

GROOMING MEN FOR GREATNESS

GROOMING MEN FOR GREATNESS SINCE 1805

NOTES

Usage of this corporate tagline is subject to restriction. The below lists outline acceptable and unacceptable usage:

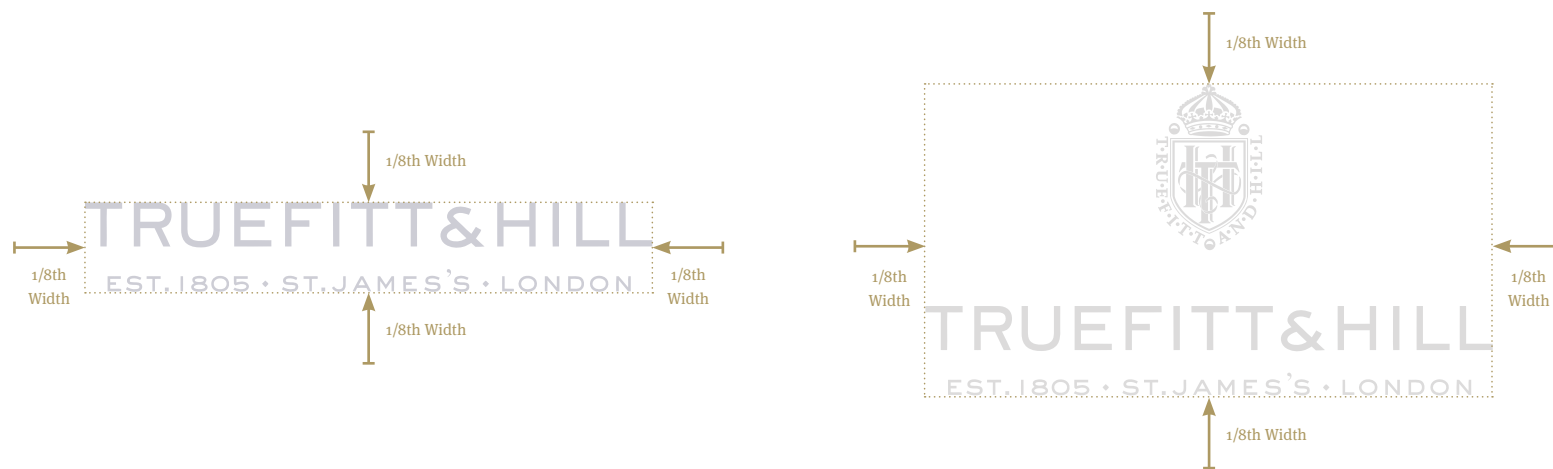
Required applications:

Press, television or radio advertisements
Sales and marketing collateral
Printed or digital advertising
Press releases

Allowed applications:

Product badges or packaging
Architectural, monumental, sculptural or engraved signage
Business stationery –including letterheads, business cards, envelopes
Automated voice system messaging
Administrative documents

CLEAR SPACE & POSITIONING



NOTES

The clear space must be at least equal to $\frac{1}{8}$ th of the logo width. In this space, no element must interfere with the logo. Placement of the logo must always be horizontally aligned to artwork / area. For vertical placement, logo should be positioned towards the top or middle of the alignment. Due to some layout limitation, the logo can be placed below, but must adhere to all other guidelines.

COLOUR PALETTE



Pantone 2767C

To be used for the logo, vertical rules and on white backgrounds.

CMYK equivalent values:

Cyan	100%
Magenta	78%
Yellow	0%
Black / Key	54%

For web use, an RGB HEX value should be used: #061225



Pantone Cool Gray 7C

To be used for the logo (if stamping not possible) on solid colour backgrounds or text on darker backgrounds.

CMYK equivalent values:

Cyan	0%
Magenta	0%
Yellow	0%
Black / Key	37%

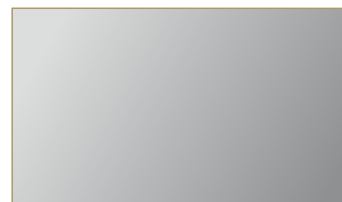


Pantone Cool Gray 11C

To be used for the logo, vertical rules and on white backgrounds.

CMYK equivalent values:

Cyan	0%
Magenta	2%
Yellow	0%
Black / Key	68%



Pantone Metallic Silver 877

If silver hot stamping is not available, this should be used for the logo, crest and coat of arms on coloured background.

CMYK equivalent values not applicable.



Gold

To be used for backgrounds and some title text.

CMYK equivalent values:

Cyan	36%
Magenta	36%
Yellow	72%
Black / Key	0%

NOTES

The Truefitt & Hill colour palette has been developed to provide a chromatic range for a recognisable brand personality, and to help organise communications materials. Consistent use of the colour palette helps build and reinforce brand familiarity by creating a strong, recognisable look for Truefitt & Hill. Formulations of Pantone Coated, Uncoated or Matte are based on type of paper used.

Before printing it is highly advisable to obtain a printed sample to confirm colours are correct and matched to examples provided. This should be sent to Truefitt & Hill, London for confirmation.

LOGO ON COLOURED BACKGROUND



Shiny silver hot stamped logo on Pantone 2767C background, with emboss finishing.



Pantone Metallic Silver 877 on Pantone 2767C background.



Monochrome: reverse white on dark background.

NOTES

On coloured backgrounds, the Truefitt & Hill logo (not inclusive of the supporting line below the company name) must be hot stamped and embossed in shiny silver whenever possible. If hot stamping is not available, it is recommended that the logo be printed in Pantone Metallic Silver 877 or Pantone Cool Gray 7C.

LOGO ON WHITE BACKGROUND



Pantone 2767C logo on white background with thermographic print process to create raised lettering effect.



Pantone 2767C logo on white background.



Monochrome: black on white background.

NOTES

If thermographic printing is not possible, it is recommended that the logo be printed in flat Pantone or CMYK.

PROHIBITED VERSIONS



Deformed horizontally



Deformed vertically



Non-T&H palette colour



Outline on white background



Silver hot stamping or Pantone Metallic
Silver 877 on white background



Outline on a coloured background

ABBREVIATIONS & CORRECT ALTERNATIVE VERSIONS

T&H

Correct



Truefitt & Hill

Correct



TRUEFITT & HILL

Correct



ABBREVIATIONS & INCORRECT ALTERNATIVE VERSIONS

TFH

Incorrect



TF&H

Incorrect



T&F

Incorrect



T and H

Incorrect



T&FH

Incorrect



Truefitt and Hill

Incorrect



TrueFitt & Hill

Incorrect



True Fitt & Hill

Incorrect



Truefittandhill

Incorrect



Truefitt and hill

Incorrect



TYPEFACE FOR PRINT

UNIVERS REGULAR

The quick brown fox jumped over the lazy dog.

UNIVERS LIGHT

The quick brown fox jumped over the lazy dog.

UNIVERS BOLD

The quick brown fox jumped over the lazy dog.

UNIVERS BLACK

The quick brown fox jumped over the lazy dog.

UNIVERS REGULAR ITALIC

The quick brown fox jumped over the lazy dog.

UNIVERS LIGHT ITALIC

The quick brown fox jumped over the lazy dog.

UNIVERS BOLD ITALIC

The quick brown fox jumped over the lazy dog.

UNIVERS BLACK ITALIC

The quick brown fox jumped over the lazy dog.

TYPEFACES FOR DIGITAL MEDIA

PROXIMA NOVA SEMIBOLD

The quick brown fox jumped over the lazy dog.

META SERIF PRO

The quick brown fox jumped over the lazy dog.

META SERIF PRO BOLD

The quick brown fox jumped over the lazy dog.

PROXIMA NOVA SEMIBOLD ITALIC

The quick brown fox jumped over the lazy dog.

META SERIF PRO ITALIC

The quick brown fox jumped over the lazy dog.

META SERIF PRO BOLD ITALIC

The quick brown fox jumped over the lazy dog.



STATIONERY LETTERHEAD

SIZE

210mm x 297mm

STOCK & FINISH

To be printed on Conqueror Laid Diamond White 100gsm

TEXT

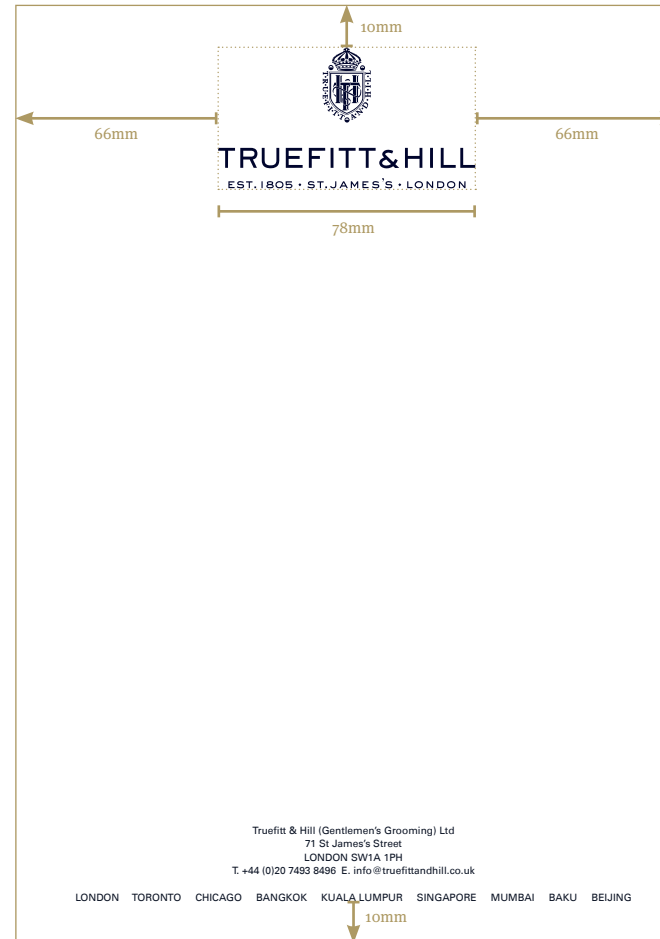
Univers Regular 8pt, line spacing 10pt

COLOURS & PRINT PROCESSES

Logo and text - Pantone 2767C printed thermographically (raised)

NOTES

To avoid any alteration or disproportionate use of the logo, it is advisable to acquire a digital copy as per the attached.





STATIONERY BUSINESS CARD

SIZE

90mm x 50mm

STOCK & FINISH

Print onto Conqueror High White 300gsm Laid and thermographed

TEXT

Name: Univers Regular 9pt

Position / Direct Line: Univers Regular 7pt

Address / Telephone: Univers Regular 6.5pt

COLOURS & PRINT PROCESSES

Logo: silver hot stamped

Coat of Arms: Pantone 2767C

Text: Pantone Cool Gray 7C



STATIONERY APPOINTMENT CARD

SIZE

85mm x 54mm

STOCK & FINISH

Print onto Conqueror High White 300gsm Laid and thermographed

TEXT

'Appointment Card': Univers Regular 10pt

'Served by': Univers Regular 7pt

Contact details: Univers Regular 7pt

COLOURS & PRINT PROCESSES

Logo: silver hot stamped

Coat of Arms: Pantone 2767C

Text and signature box: Pantone Cool Gray 7C



STATIONERY CORRESPONDENCE ENVELOPE

SIZE

220mm x 110mm

TEXT

Univers Regular 8pt, line spacing 9.5pt

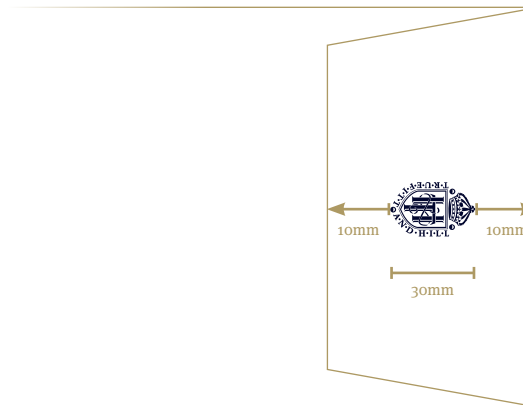
COLOURS & PRINT PROCESSES

Logo, text and shield:

Pantone 2767C printed thermographically (raised)



Front



Back

STATIONERY GIFT CARD & ENVELOPE

SIZES

Half-fold card (folded size): 155mm x 115mm

Envelope: 165mm x 120mm

STOCK & FINISH

Half-fold card: 300gsm artcard with matt lamination on both sides, creased

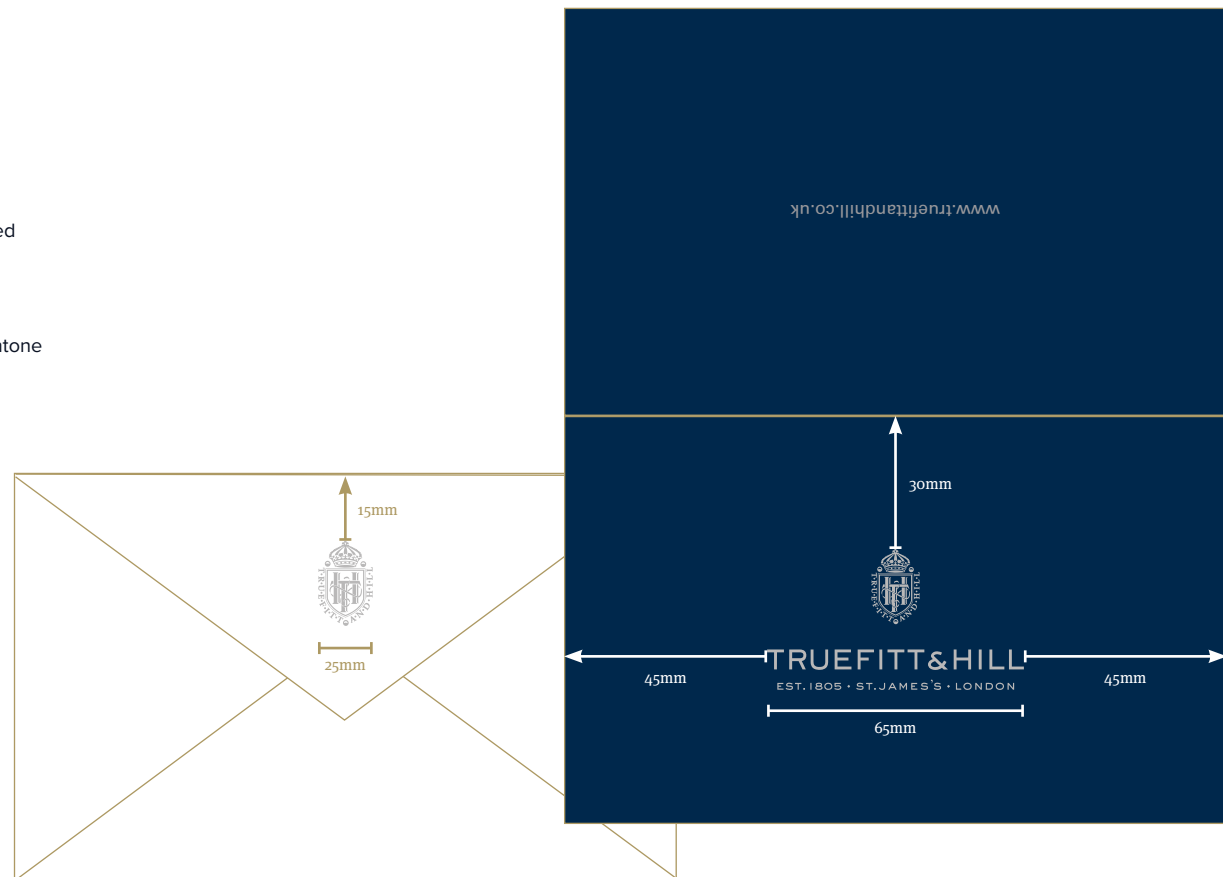
COLOURS & PRINT PROCESSES

Logo and shield: silver hot stamped (embossed on 'Truefitt & Hill') on Pantone 2767C background

Website address: Pantone Cool Gray 7C

TEXT

Univers Regular 8pt



STATIONERY INVITATION CARD

SIZE

150mm x 150mm

COLOURS & PRINT PROCESSES

Logo, text and shield: Pantone 2767C printed thermographically (raised)

Coat of arms: silver hot stamped on Pantone 2767C background

TEXT

Name, position: Univers Regular 12pt

Additional text: Univers Regular 10pt



ONLINE EMAIL SIGNATURE

BASED ON HTML AVAILABLE FROM TRUEFITT & HILL FTP SERVER

Name, Job Title, Phone Number, Email Address and Address to be amended without altering styling.

Note: There is no border on the final version, this is for illustrative purposes only.



TRUEFITT&HILL
EST. 1805 • ST. JAMES'S • LONDON

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FOUNDER

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GROOMING MEN FOR GREATNESS SINCE 1805



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