



THE BACKYARD

Brand Style Guide

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THE CORPORATE LOGO SUITE



BRAND TYPOGRAPHY

Barlow Condensed Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Barlow Condensed Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

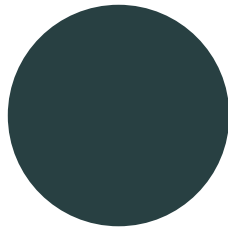
Barlow Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Xx Yy Zz

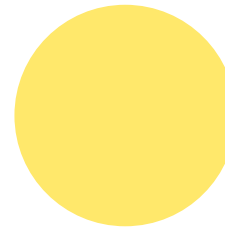
1 2 3 4 5 6 7 8 9 0

CORPORATE COLOUR PALETTE



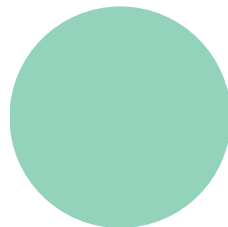
Backyard Blue

#2C4043
C: 69 M: 44 Y: 46 K: 60
R: 44 G: 64 B: 67
PANTONE P 175-16 U



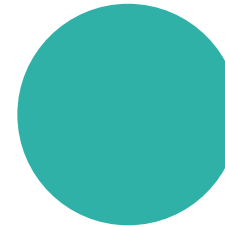
Backyard Yellow

#FFE76B
C: 0 M: 6 Y: 70 K: 0
R: 255 G: 231 B: 107
PANTONE P 4-6 U



Backyard Mint

#94D2BA
C: 42 M: 0 Y: 33 K: 60
R: 148 G: 210 B: 186
PANTONE P 136-3 U



Backyard Aqua

#36B0A7
C: 68 M: 0 Y: 36 K: 8
R: 54 G: 176 B: 167
PANTONE P 127-13 U

INCORRECT LOGO USAGE



Do not use color variations other than specified.



Do not resize any part of the logotype.



Do not use any fonts other than specified.



Do not add any stylistic effects to the logotype.



Do not restructure or adjust the logo spacing.



Do not recreate the logotype in any manner.

