



STYLE GUIDE

SO DON'T MESS IT UP.

WATERMARK

VARIATION



COLOUR PALETTE



2A385E



283559



141D3D



262628



161617



231F20

TYPOGRAPHY

BUTTABA

AUSTRALIAN ANGUS BEEF
FAMILY OWNED. BUNGWAHL, NSW

HEADING

TYPEFACE

Georgia Bold

KERNING

0

LEADING

41.6

PARAGRAPH

Double Spaced.

SIZING/PROPORTION

34.67 pt

WHEN TO USE?

In logos, documents and web.

SUBHEADING

TYPEFACE

Next Art

KERNING

0

LEADING

9

PARAGRAPH

Double Spaced.

SIZING/PROPORTION

6.25 pt

WHEN TO USE?

In logos, documents and web.

SUBSCRIPT

TYPEFACE

Next Art

KERNING

0

LEADING

9

PARAGRAPH

Double Spaced.

SIZING/PROPORTION

2.96 pt

WHEN TO USE?

In logos, documents and web.

BODY TEXT

TYPEFACE

Georgia

KERNING

0

LEADING

7

PARAGRAPH

Double Spaced.

SIZING/PROPORTION

5 pt

WHEN TO USE?

In both web and print.

GRAPHIC ELEMENTS



TYPEFACES

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NEXT ART BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOTE: CAPITALS ONLY

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IMAGERY



WEBSITE

