



Winsor & Newton Pigment Marker Style Guide

Visual Style modern • sleek • premium • simple • elegant • clean



The hero marker image appears to be floating in space with a shadow cast beneath.

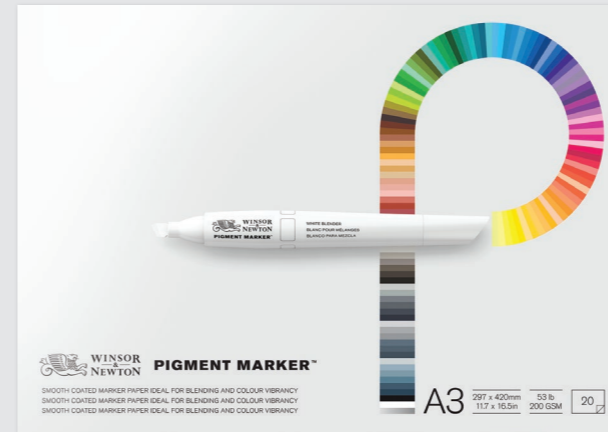
Show the marker horizontal, logo side facing the viewer.



The advert image has a colourful pigment explosion added in the background to communicate this key USP.



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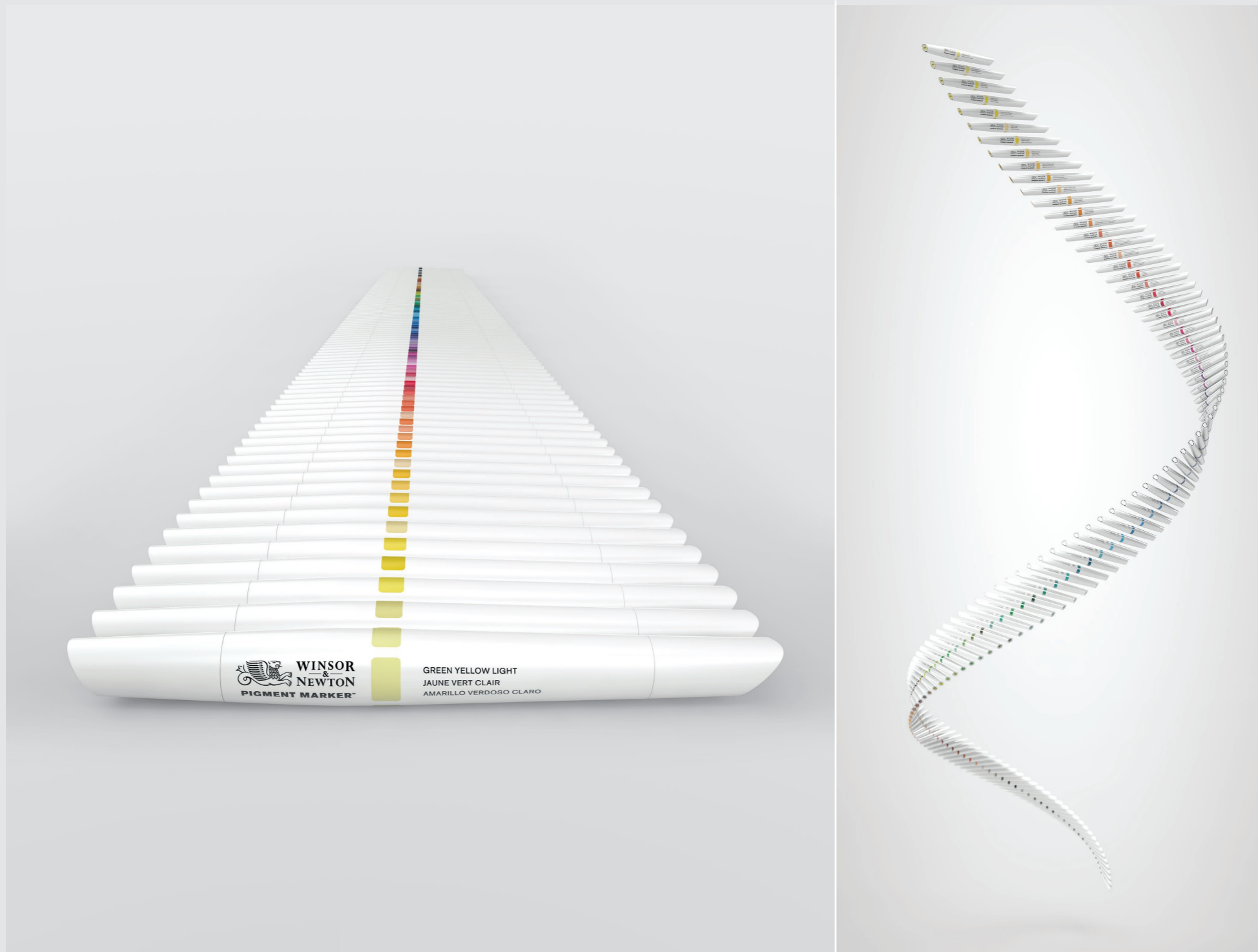


Product images with flat grey background
C0% M0% Y0% 11% K.

or rendered images with pale grey background
with glow from lighting.



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Multiple markers can be shown in creative ways

Winsor & Newton Pigment Marker™ Logos



Stacked logotype, black



Horizontal logotype, black

Two versions of our brand identity have been created: the preferred stacked version and a horizontal display version. The stacked version is to be used across the majority of design work. However in certain situations it may be more space efficient to use the horizontal logotype.

The logo should only ever be printed in black onto white or light coloured backgrounds. The position and proportion of logo elements are fixed and must always be reproduced in the set relationship shown opposite. No part of the logo should be redrawn or modified in any way.

Fonts

Berthold Akzidenz Grotesk

Typeface

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890(,.;)£&@%?!/+-=

Berthold Akzidenz Grotesk Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890(,.;)£&@%?!/+-=

Berthold Akzidenz Grotesk Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890(,.;)£&@%?!/+-=

Berthold Akzidenz Grotesk Super

The chosen typeface for Pigment Marker is Berthold Akzidenz Grotesk with "Light" being the most frequently used weight.

There are also certain circumstances where "Medium" and "Super" weight must be used. Details for can be found on the next page.

Typography

1 main headings and message

Berthold Akzidenz Grotesk Light
(Optical Kerning - 10 Tracking)

2 SUB-HEADINGS

Berthold Akzidenz Grotesk Light
(Optical Kerning - 30 Tracking)

3 Body copy.

Berthold Akzidenz Grotesk Light
(Optical Kerning - 30 Tracking)

4 **DISPLAY MAIN HEADING**

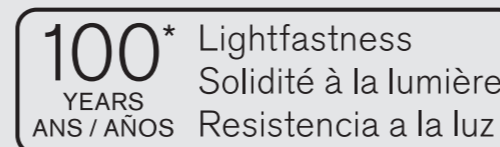
Berthold Akzidenz Grotesk Super
(Optical Kerning - 50 Tracking)

5 **www.winsornewton.com**

Berthold Akzidenz Grotesk Medium
(Optical Kerning - 50 Tracking)

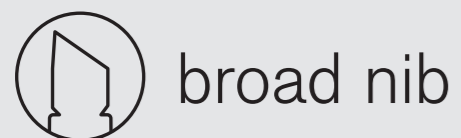
- 1 Main headings and message
Berthold Akzidenz Grotesk Light lower case.
- 2 Sub-headings.
Berthold Akzidenz Grotesk Light – all capital letters to distinguish it from the body copy.
- 3 Body copy
Berthold Akzidenz Grotesk Light using upper and lower case.
- 4 Display style (for example, headers and info panels for merchandising units)
Berthold Akzidenz Grotesk Super weight all capital letters.
- 5 The Winsor & Newton website must always be produced in Medium weight in order to distinguish it from body copy. In some situations Light weight is not an appropriate choice for body copy due to reproduction methods, in these cases Medium weight may be use. eg for the small text on the 6 Marker Set sleeves.

Simple graphic symbols and icons



The asterisk next to the number 100 accompanies a disclaimer which always needs to be used in conjunction with this graphic.

*up to 100 years in normal gallery conditions.



Icons designed with a light line weight to complement the typography

Colours



A simple palette of white, grey and black form the basis of all Pigment Marker communications.



Circles are used to show colour swatches on colour charts and on sets.