

COLOUR



Ochre

Primary. Headings, the mark, accents.

HEX

#C2772C

CMYK

0 · 39 · 77 · 24

RGB

194 119 44

PANTONE

145 C



Deep ochre

Hovers, small type on cream, depth.

HEX

#9A531E

CMYK

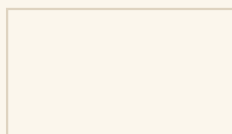
0 · 46 · 81 · 40

RGB

154 83 30

PANTONE

1405 C



Cream

The page. Card stock, backgrounds.

HEX

#FBF6EC

CMYK

0 · 2 · 6 · 2

RGB

251 246 236

PANTONE

—



Charcoal

Body text and dark panels.

HEX

#2B2723

CMYK

0 · 9 · 19 · 83

RGB

43 39 35

PANTONE

Black 7 C

CMYK values are a straight conversion — ask your printer to match them to the hex and check a proof. Pantone codes are the nearest suggestions only; confirm against a physical swatch book before committing to a spot colour.

TYPOGRAPHY

Fraunces

Display — the name, headings, pull quotes. Weight 600, optical size 144.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Newsreader

Body — running text, contact details, the letterspaced STORIES ON FILM line. Set it large; the readers are not all young.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Both are free, open-licence fonts from Google Fonts — anyone setting print work can download them. The logo files have the type converted to outlines, so they need no fonts at all.

WHICH FILE DO I SEND?

A printer, signwriter or designer

PDF or EPS from 02 / 03 — vector, scales to any size

Anything on a screen

PNG from 04 — transparent background

A Word doc, Canva, PowerPoint

PNG from 04 at 1200 px, or the PDF

A social profile picture

06 Social & profile — square, already padded

A website

SVG from 01, plus the favicons in 07

Business cards

09 Business cards — the PDFs, exactly as they are