

CLOS

Contents

3. Our Brand

6. Brand Marks

13. Colour Palette

20. Typography

24. Textures

28. Photography

41. Social

57. Social Do's & Don'ts

64. Personalization

67. Resources

69. Requests

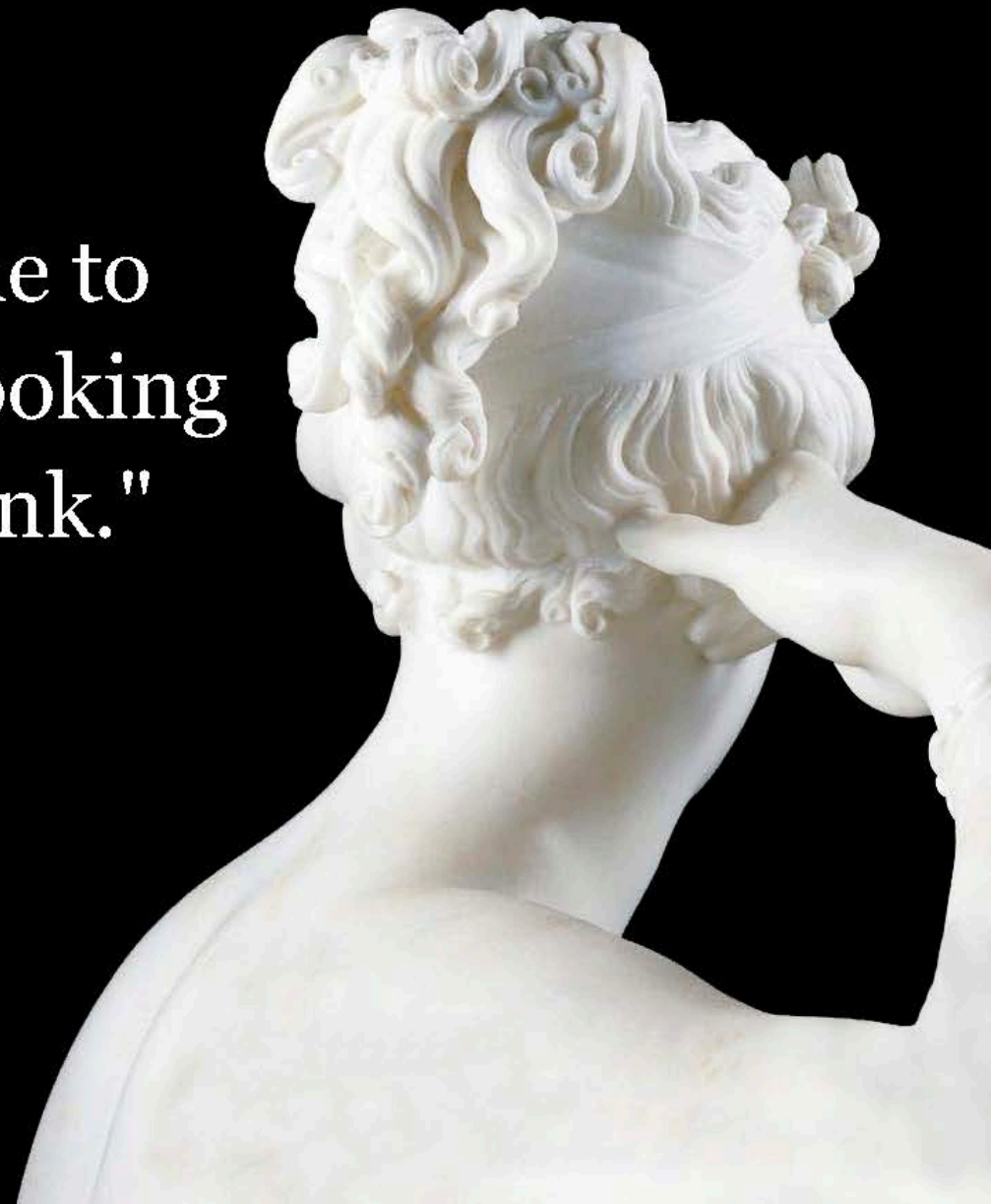
"We should look
for someone to
eat and drink
with, before
looking for
something to
eat and drink."

EPICURUS, 341–270 BC

Our Brand

"We should look for someone to eat and drink with, before looking for something to eat and drink."

EPICURUS, 341–270 BC



Clos 19's mission is to champion and inspire the art of hosting.

We provide the tools, services and experiences that enable our audience to become the perfect hosts.

We are a community-driven brand that has a contemporary approach to the art de vivre.

Clos19

is Sophisticated.

Elegant

We bridge the gap between the novice and the connoisseur.

We welcome our audience into a world of extraordinary experiences.

Yet Understated.

Brand Marks

Our Brandmark

"Le Portail"

Our brandmark figuratively celebrates the most iconic aspect of the clos – the gateway.

The mark is a metaphorical gateway to the world of Moët Hennessy, housing the exceptional maisons within it.

Nineteen is our homage to the development of the art de vivre in the 19th century; the democratization of champagne, wine and spirit consumption.

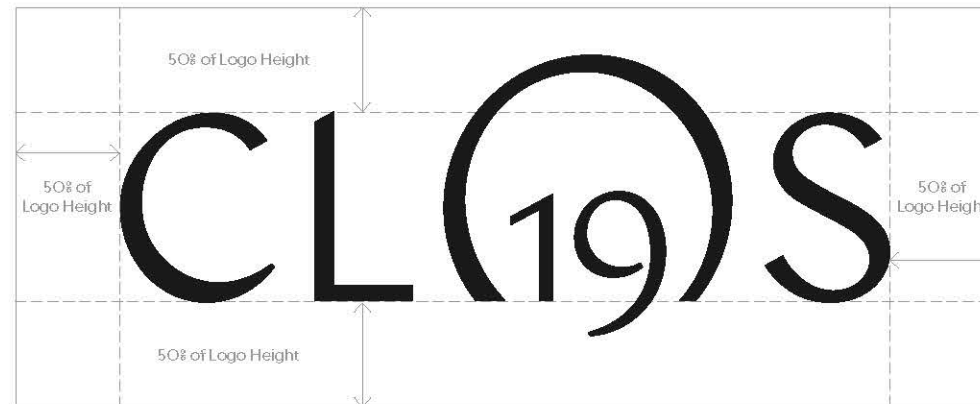


CLOS

Brandmark Clear Space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



CL₁₉S | Minimum Width: 40mm / 113 pixels
Minimum Height: 6mm / 17 pixels

Brandmark Misuse

Any changes to our logo diminishes its integrity and the equity of our brand. The examples shown here are some specific “do nots” for our logo.



Do not alter the logo's colours in anyway



Do not place the logo in a holding shape



Do not lock-up text to the logo



Do place logo directly next to other brands logos



Do not add elements or shadows to the logo



Do not outline the logo



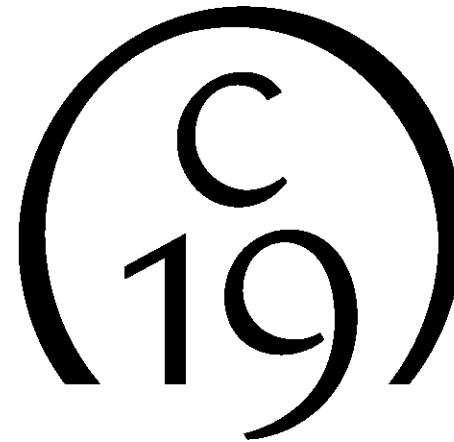
Do not rotate the logo



Do not change the relationship of the logo's components

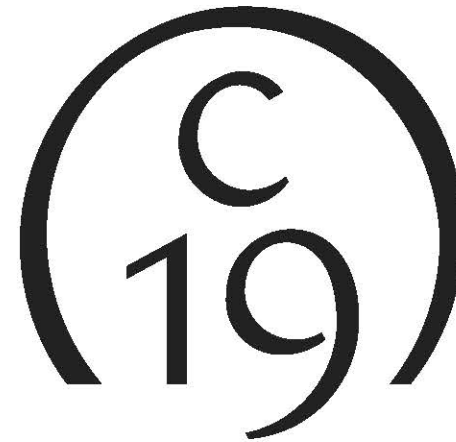
Monogram

The Clos 19 monogram amalgamates the qualities of the main brandmark into a concise hallmark. The monogram should be used as a sign-off across collateral; a reassuring stamp of excellence



Monogram with signature strap

With signature strap. Tagline must never be altered or added to.



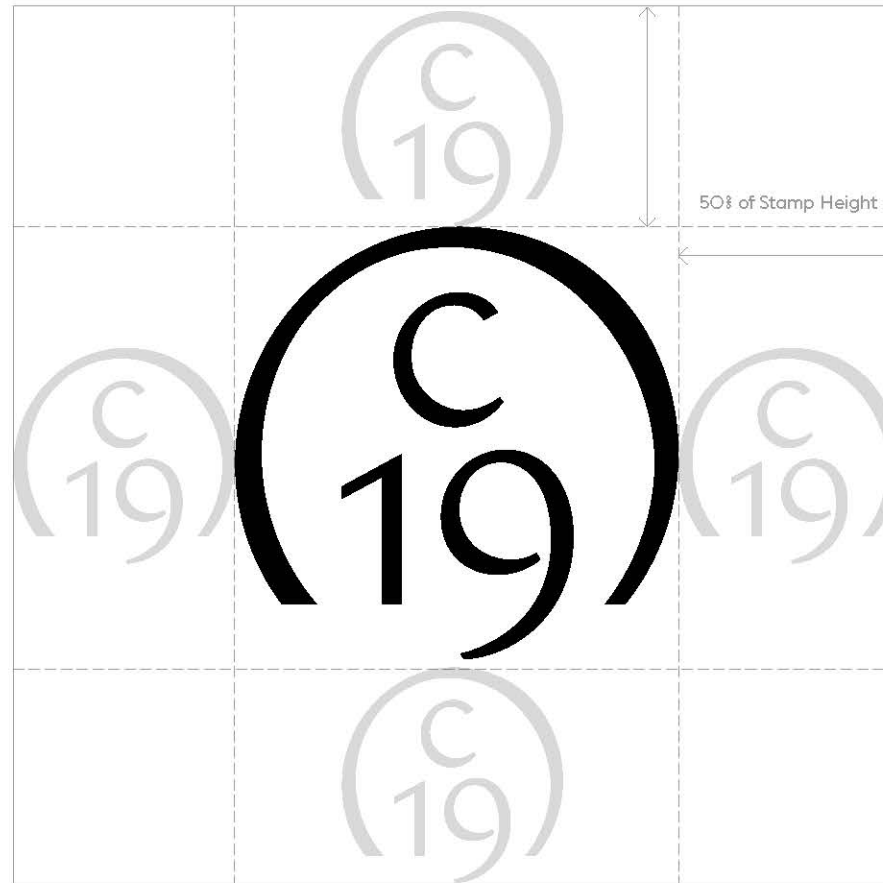
A STEP INTO
THE EXCEPTIONAL

Monogram Clear Space

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It is sometimes necessary to increase and decrease the hallmark depending on the print area. Always keep in proportion. Always ensure the text is legible.

Minimum size: It is sometimes necessary to increase and decrease the hallmark depending on the print area. Always keep in proportion. Always ensure the text is legible.



Colour Usage

Colors play an important role in delivering the message and the idea behind our brand. Studies have proved that 60% of the customers decided their affinity to a brand purely based on the brand colors. So, we can see that colors largely impact our consumers behavior.

Colour Palette

Brand Colours

Our brand is underpinned with a colour palette designed to be bold, modern and distinctive. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.

Our brand should always be represented in one of the colours on this page, aside from any specific recommendations in this guide. Do not use any other colours.

Use of Pantone colours is highly recommended, however if not available please take care to match the colours precisely.

Carbon

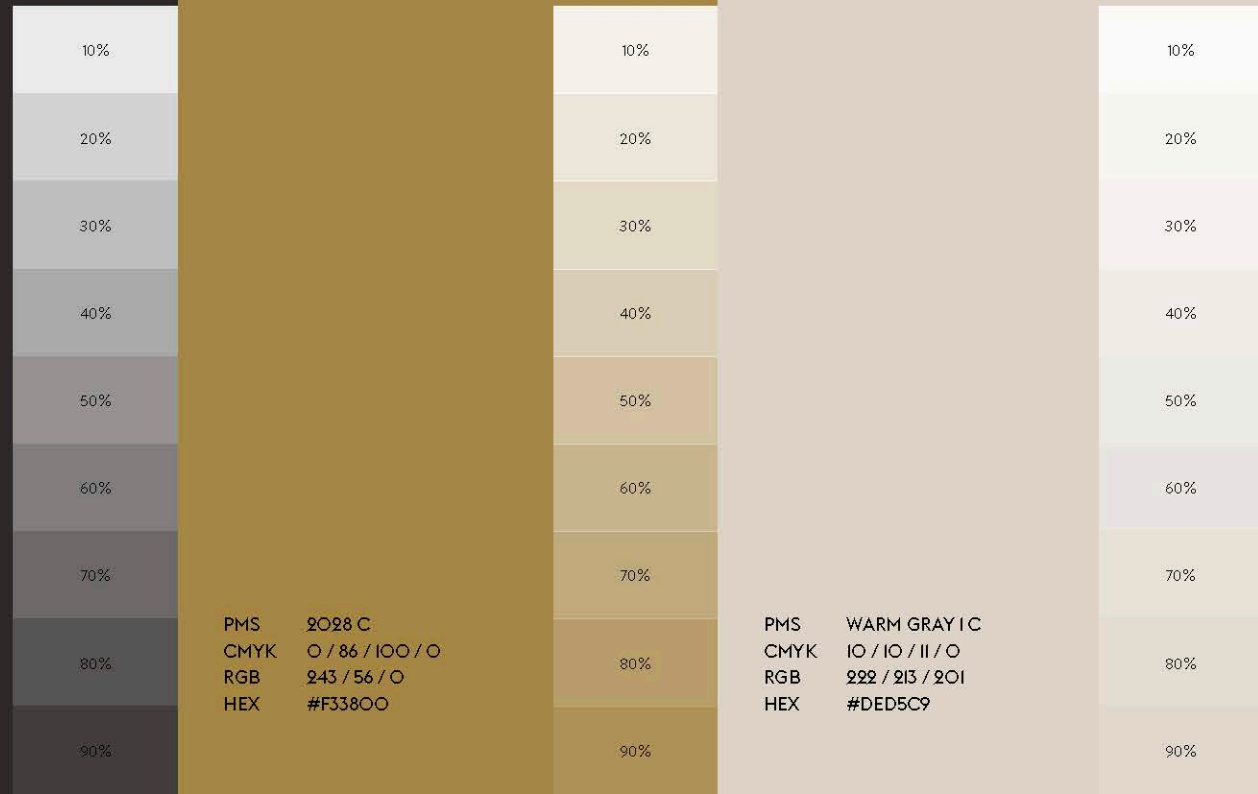
PMS BLACK C
CMYK 65 / 66 / 68 / 82
RGB 46 / 42 / 43
HEX #2E2A2B

Sultana

PMS 2028 C
CMYK 0 / 86 / 100 / 0
RGB 243 / 56 / 0
HEX #F33800

Sand

PMS WARM GRAY 1 C
CMYK 10 / 10 / 11 / 0
RGB 222 / 213 / 201
HEX #DED5C9



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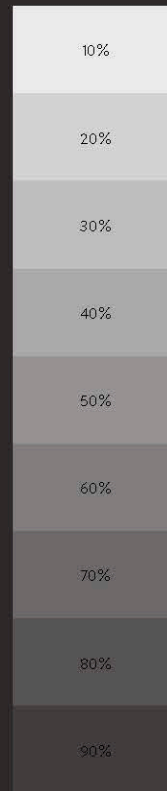
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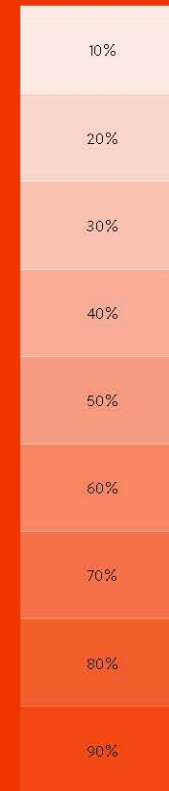
Carbon

PMS BLACK C
CMYK 65 / 66 / 68 / 82
RGB 46 / 42 / 43
HEX #2E2A2B



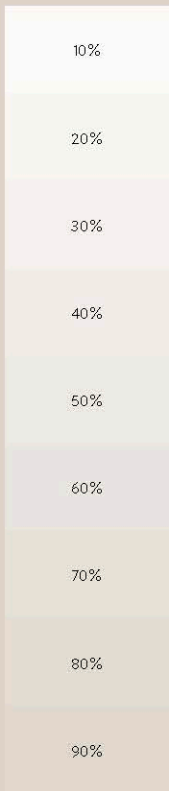
Geoluhread

PMS 2028 C
CMYK 0 / 86 / 100 / 0
RGB 243 / 56 / 0
HEX #F33800



Sand

PMS WARM GRAY 1 C
CMYK 10 / 10 / 11 / 0
RGB 222 / 213 / 201
HEX #DED5C9



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Pale Pink

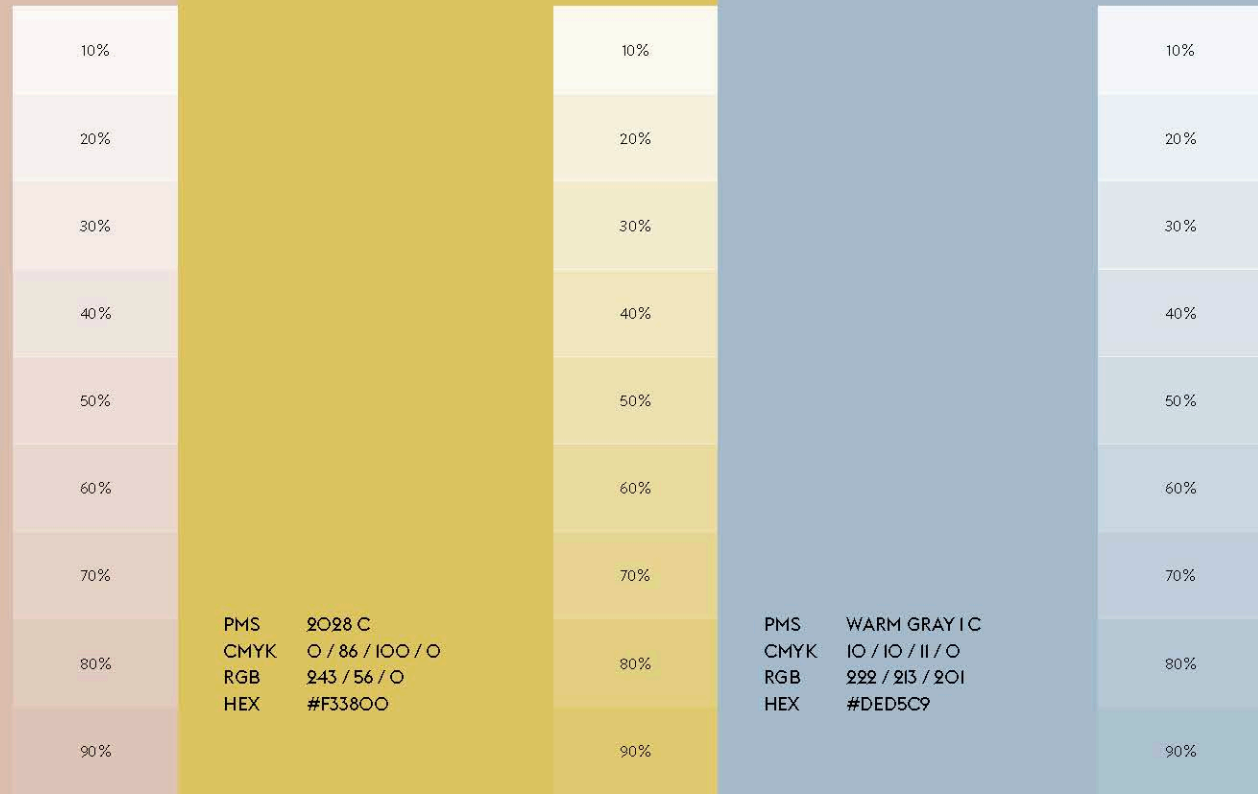
PMS BLACK C
CMYK 65 / 66 / 68 / 82
RGB 46 / 42 / 43
HEX #2E2A2B

Curry

PMS 2028 C
CMYK 0 / 86 / 100 / 0
RGB 243 / 56 / 0
HEX #F33800

Indigo

PMS WARM GRAY 1 C
CMYK 10 / 10 / 11 / 0
RGB 222 / 213 / 201
HEX #DED5C9



Brand Colours

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Charcoal

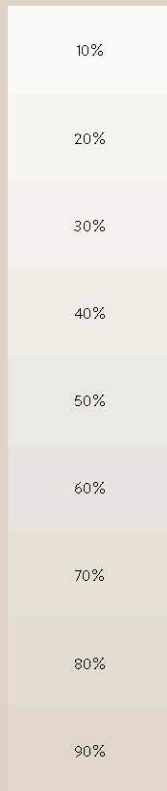
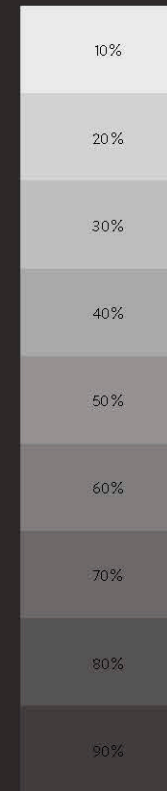
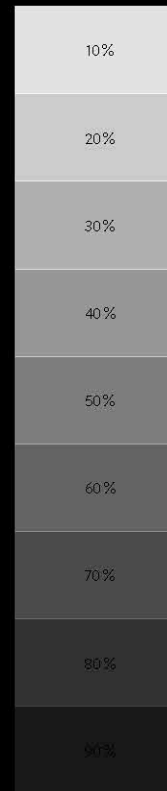
PMS 2028 C
CMYK 0 / 86 / 100 / 0
RGB 243 / 56 / 0
HEX #F33800

Carbon

PMS BLACK C
CMYK 65 / 66 / 68 / 82
RGB 46 / 42 / 43
HEX #2E2A2B

Sand

PMS WARM GRAY 1 C
CMYK 10 / 10 / 11 / 0
RGB 222 / 213 / 201
HEX #DED5C9



Grayscale Colours

Black and white are vital components to the brand palette. Both white and black are used to define space on the page, on the package, and on the website.

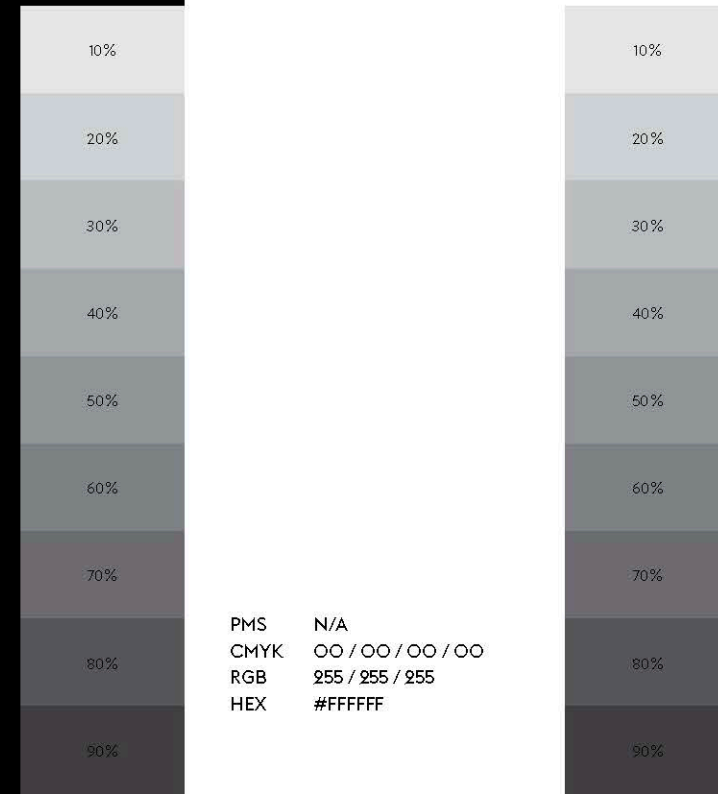
We recommend an expansive use of negative space in brand executions, which can be created using either white or black.

Black

White

PMS BLACK 6 C
CMYK 00 / 00 / 00 / 100
RGB 00 / 00 / 00
HEX #000000

PMS N/A
CMYK 00 / 00 / 00 / 00
RGB 255 / 255 / 255
HEX #FFFFFF



Web|App Colour Palette

A dark theme displays dark surfaces across the majority of a UI. It's designed to be a supplemental mode to a default (or light) theme.

Dark themes reduce the luminance emitted by device screens, while still meeting minimum color contrast ratios. They help improve visual ergonomics by reducing eye strain, adjusting brightness to current lighting conditions, and facilitating screen use in dark environments – all while conserving battery power. Devices with OLED screens benefit from the ability to turn off black pixels at any time of day. Always use a colour contrast checker similar to **Coolers.co**.

Light Mode

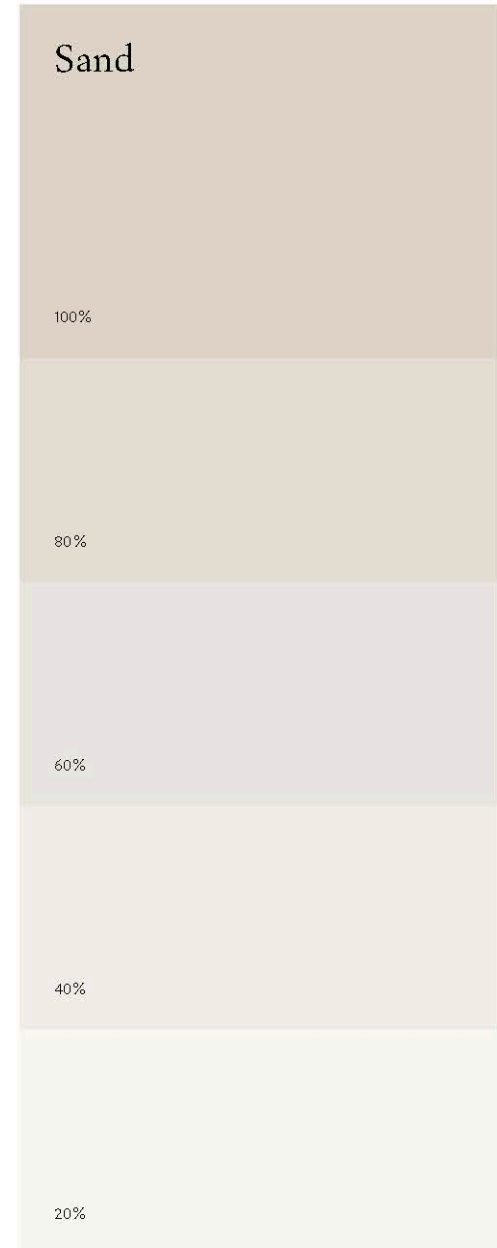
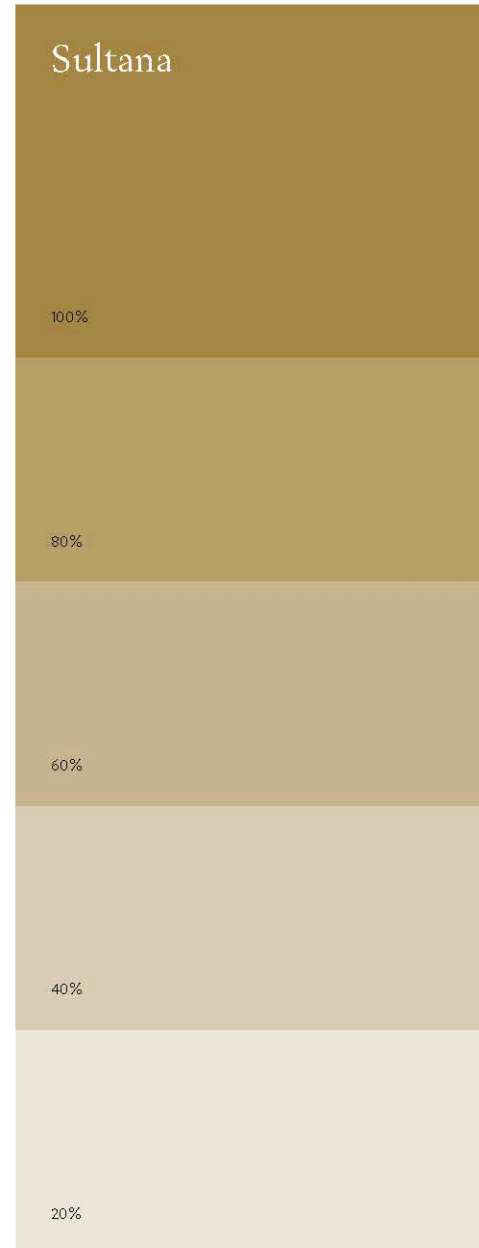
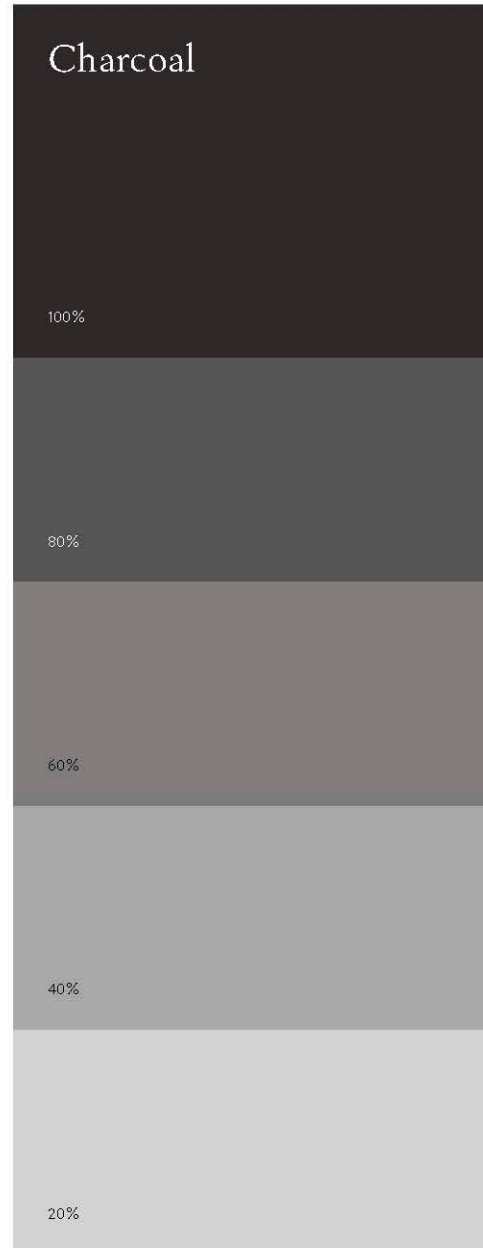
Dark Mode

Error	ff4243	ed0000
Warning	ffb934	ff8600
Link	00b5e6	0099cc
Success	00c753	007e34

Using Tints

We prefer our brand colors used without editing, however some situations require the use of color tints.

If there is an occasion when you need to create contrast without adding extra colours, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.



Font Usage

Typography is a crucial element of our visual identity.

Using our chosen typefaces, the correct colours and weight, ensures that our typography is consistent and legible across all our communication channels.

Typography

Serif Display Typeface

Georgia is a serif typeface designed in 1993 by Matthew Carter and hinted by Tom Rickner for the Microsoft Corporation. It was intended as a serif typeface that would appear elegant but legible when printed small or on low-resolution screens.

Our typography is as unique and elegant as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

Georgia Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()+
ÆÇÈÉ×ßàæç

Georgia Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()+
ÆÇÈÉ×ßàæç

Georgia Display

San Serif Display Typeface

Named after the Greek mathematician Euclid ("The Glorious"), founder of geometry and author of the Elements.

Euclid Flex Thin: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+
ÆÇÈÉØŁ×ƒǎæç

Euclid Flex Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+
ÆÇÈÉØŁ×ƒǎæç

Euclid Flex Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()+
ÆÇÈÉØŁ×ƒǎæç

Euclid Flex

Textures

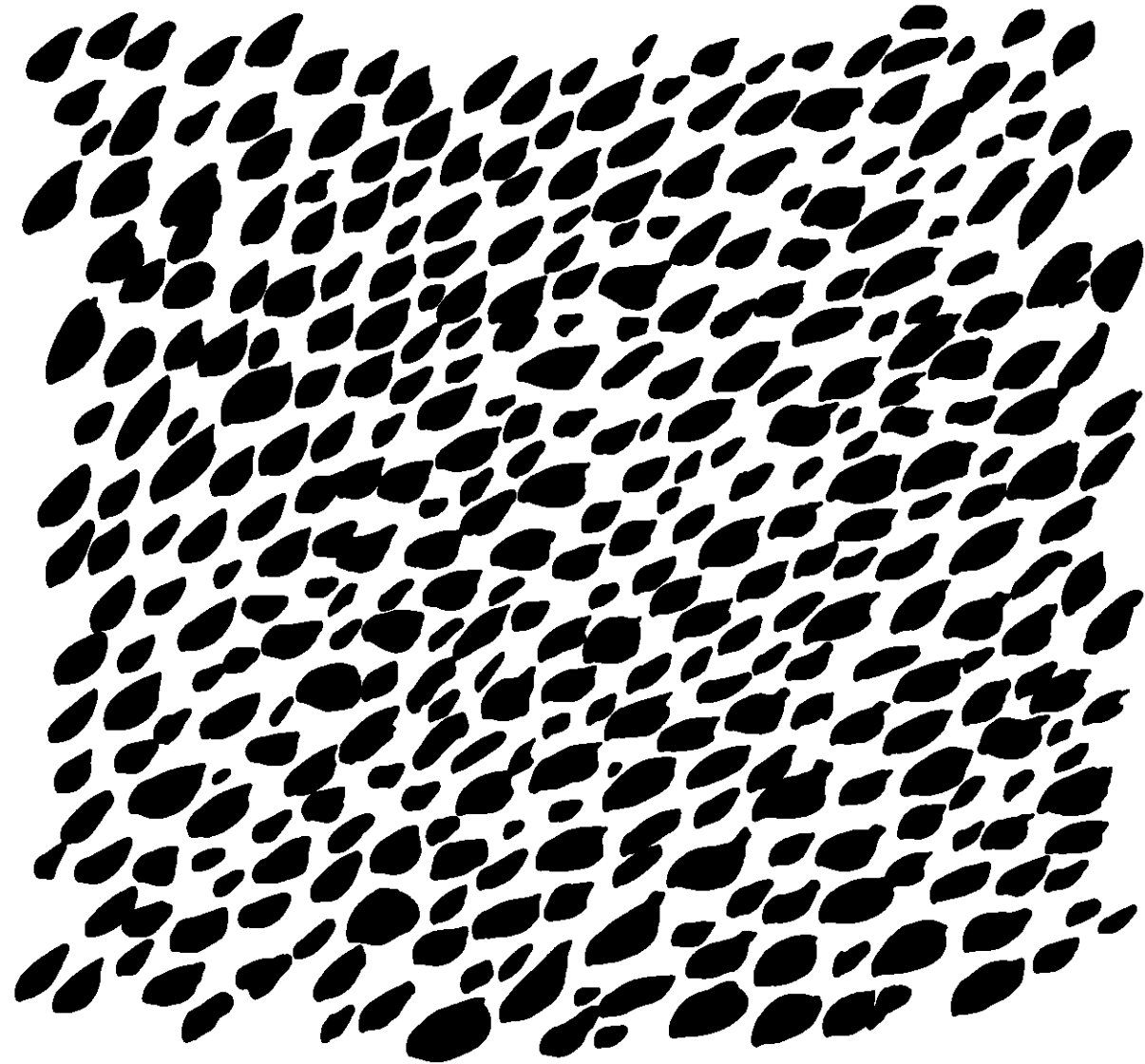
There are three patterns used in the Clos19 visual identity.

From the earth to the table, they represent multiple facets of the world of wine and spirits. Our patterns can be used as image or texture, but must be used with sensitivity and care.

Textures

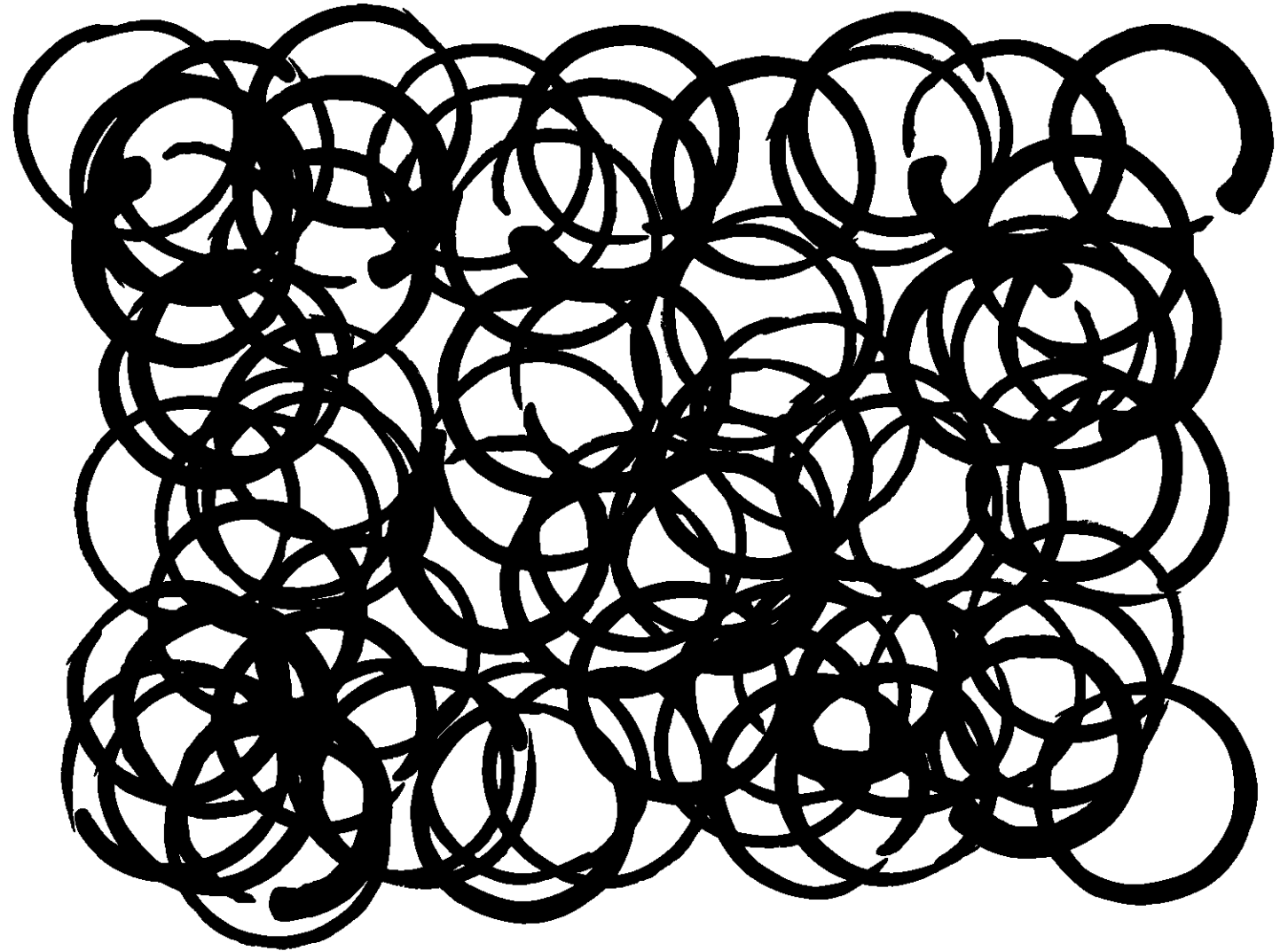
GRAPE SEEDS

Inspired by grape seeds, this pattern could also be a visual metaphor for wine drops or rainfall. Created with small brush marks with uneven proportion and placement.



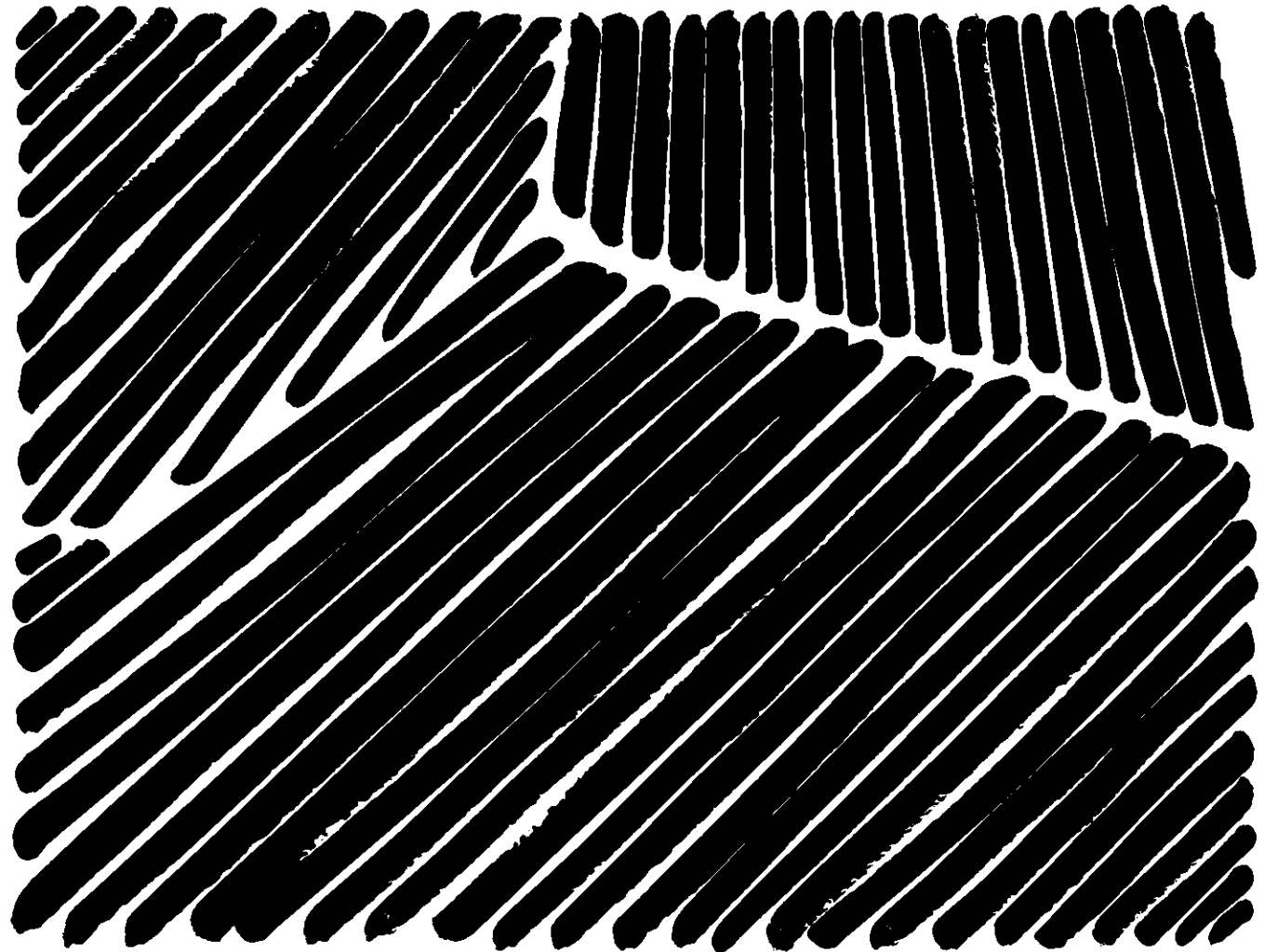
GLASS PRINT

Inspired by the marks left behind from a glass. A very graphic overlay of paintbrushed circles, unevenly displayed.



THE VINEYARD

Inspired by the vineyard and the aerial view of fields. The result is a woven composition of parallel lines, with different orientations.



Styles Types & Usage

To capture the premium aesthetic of the brand our imagery follows a few simple principles to achieve a consistent style.

Every image should contain natural light, avoiding direct sunshine. Shoots should appear natural and unposed, contain colours that are calm and composed, without feeling curated.

Capture the natural body movements of the subjects/models and keep post-production to a minimum to ensure a natural feel. This kind of directed imagery combined with our carefully crafted copywriting creates a warm and relatable tone on all our touchpoints.

Follow Évin Loi guidelines outlined [here](#).

Photography

STUDIO



STUDIO



COLLABORATIONS



ABSTRACT



ABSTRACT



ABSTRACT



ABSTRACT 3D



MODEL + ABSTRACT



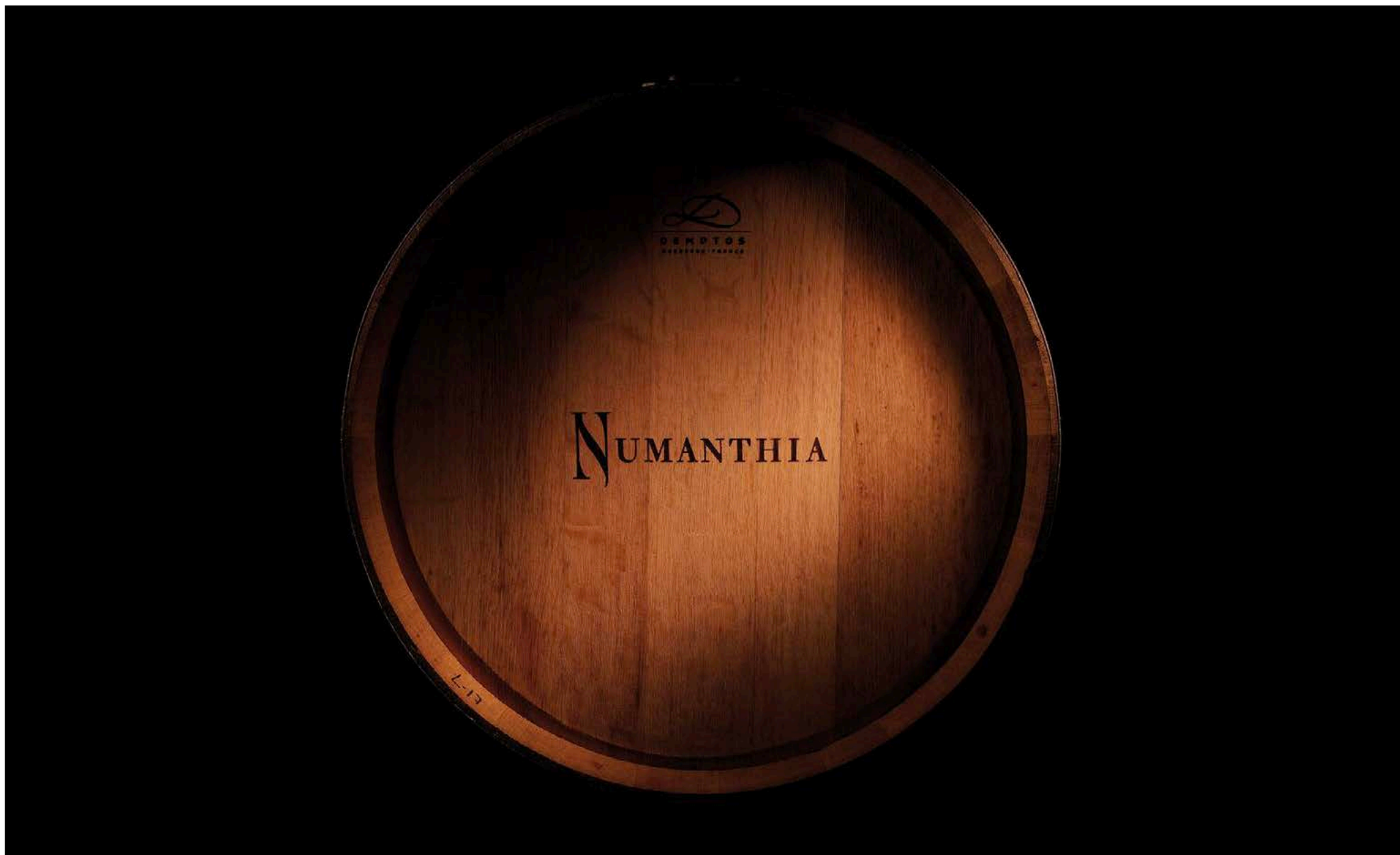
MODEL + ABSTRACT



MIXOLOGY



MAISON PRODUCT DETAIL



LIFESTYLE



Social Content Types & Themes

Mix of product, sport, environmental, co-brand, culture-centric imagery, videos, motion graphics and illustrations.

Strong focus on storytelling around the people, ingredients, chefs and vinters, lifestyle and architecture.

Only high quality images, videos, clearly displayed labels when applicable (e.g. subtle use of labels in lifestyle imagery).

Limited use of text over images unless on an infographic or brand name.

Collaborations with both well-known and lesser-known 3D and motion graphics designers.

Social

Resources

Social file types & Image, Video size per platform

A few reasons why it's no longer a "could" but a "must" to follow proper social media image sizes:

User experience is paramount regardless of the platform is being used- everything must be presented clearly and elegantly.

Maintain a professional appearance by ensuring your posts are adjusted to each platform. This shows your followers how concerned you are about branding, and showcases the full potential of products or services through tailor-made content.

By following the correct size guidelines for each platform, images will look great and be easy for followers to view and share. In 2022, this is still relevant to follow to help your posts look and perform their best.

FACEBOOK

Stories Image Size

1080 x 1920 px (9:16 aspect ratio) recommended, 1080 x 1420 px title-safe area.

The recommended ratio is 9:16, but consider the title-safe area when creating your Facebook Stories as profile and navigation buttons appear in the top and bottom margins. Leave 148 (or 250 px for the recommended size) space clear for both.

Shared Images Size

Image sizes: 1200 x 630 px recommended, 470 px width min.

Shared images are those that have been posted on timelines, and are displayed the same on both desktop and mobiles. Make sure that all elements look great on mobile before publishing them.

INSTAGRAM

Grid Image Size

1080 x 566 px landscape, 1080 x 1350 px portrait, 1080 x 1080 px square recommended (between 1.91:1 and 4:5 aspect ratios). To better integrate with paid social, all assets should also be developed in 1080 x 1080.

Stories Image Size

1080 x 566 px landscape, 1080 x 1350 px portrait, 1080 x 1080 px square recommended (between 1.91:1 and 4:5 aspect ratios)

When designing Instagram Stories, it is crucial to remember about the so-called 'safe area' (1080 x 1420 px) of Instagram story dimensions.

When you post Stories, leave margins (around 15%) on the top (where your user-name is displayed) and bottom (where the navigation buttons are). This way, creatives will not be hidden and audiences can engage with them better.

TWITTER

Twitter Photo Post Size

Displayed at a 16:9 ratio of 600 by 335 px (preview), can be clicked and expanded to 1200 by 675 px, 5 MB max size.

Photo posts are found in Twitter streams. Links and hashtags must be added in the copy and not to images.

Keep such photos in GIF, JPEG, or PNG formats with a Twitter banner size of less than 5 MB. Up to 4 photos can be uploaded in a single tweet.

VIDEO USAGE ON ALL PLATFORMS

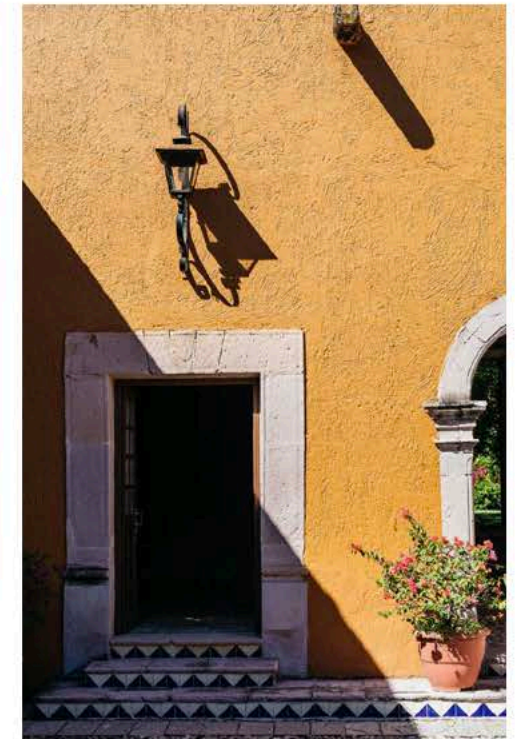
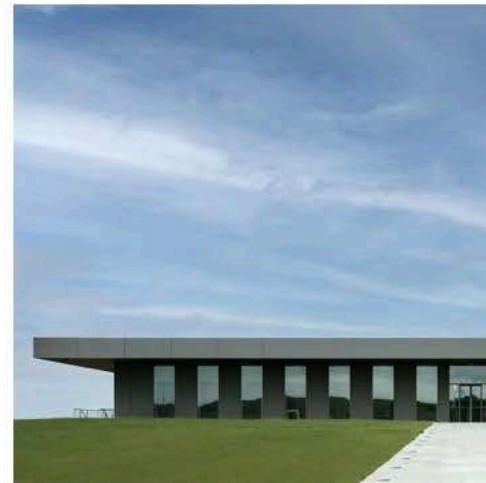
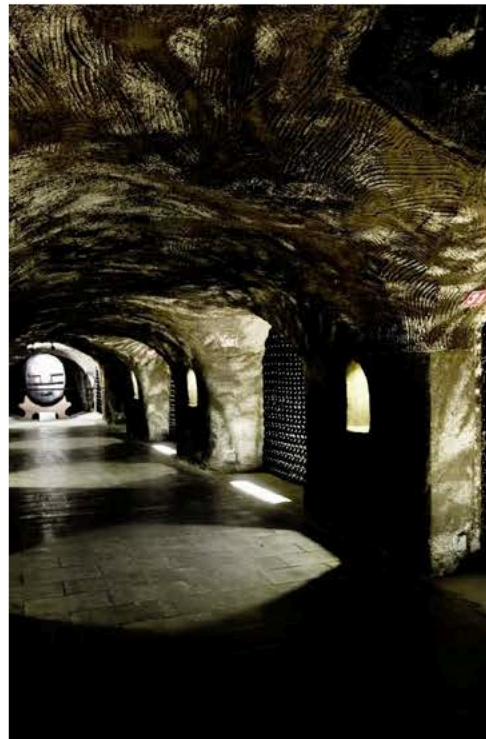
512 MB max size, 2 min 20s max duration.

Keep in mind here that you're quite limited in terms of both duration (140s max) and size (512 MB). Both are a significant limit for a high-quality video.

Videos with strong contrasts (at least at the beginning) tend to perform better.

ARCHITECTURE

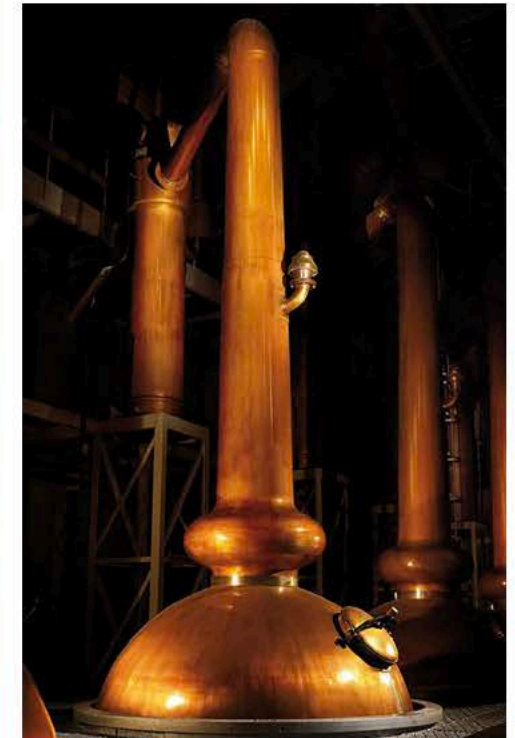
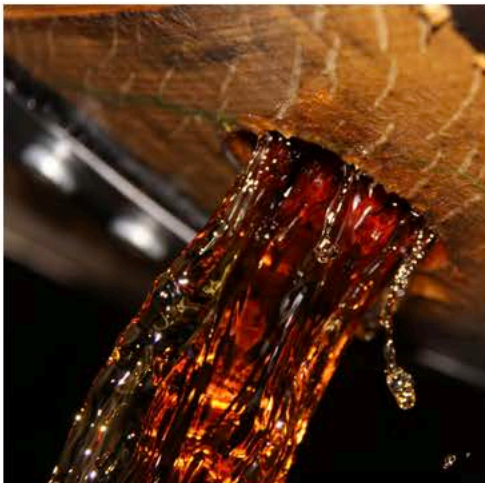
Stories around historic and modern structures integral to the production and storage of fine wines and spirits.



ELEMENTS

Meta themes around the creation of wines and spirits. Focus around the entire distillation and vintification process.

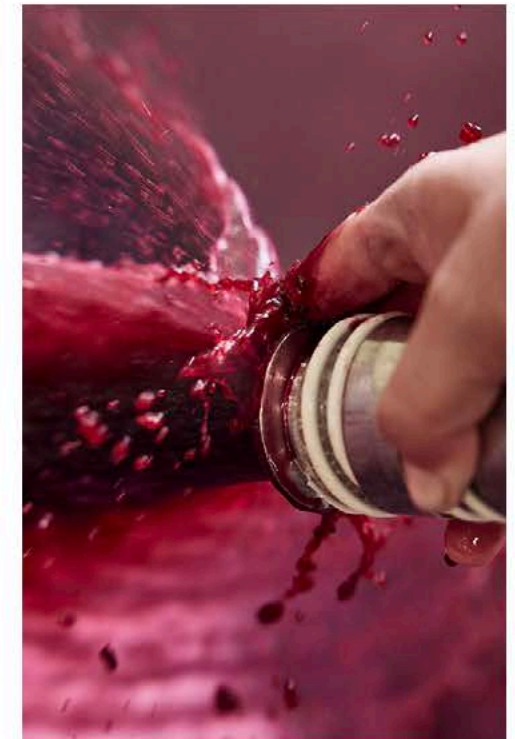
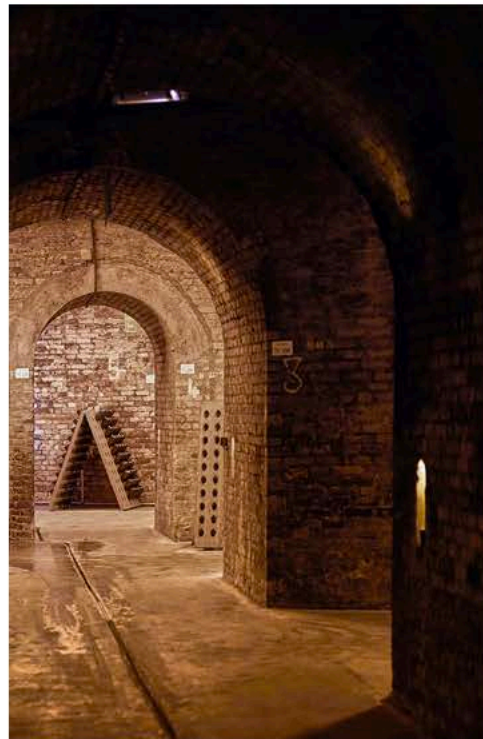
Examples may include fire, glassmaking and the fermentation processes from the ingredients to the tools.



ELEMENTS

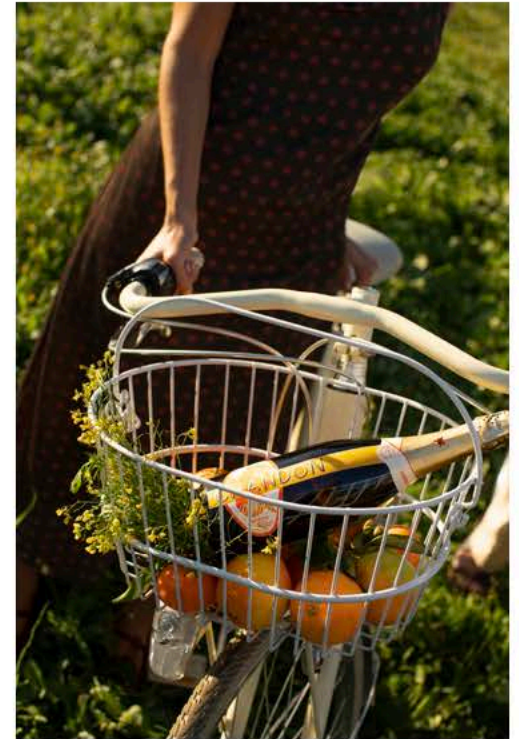
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Examples may include fire, glassmaking and the fermentation processes from the ingredients to the tools.



BRAND LIFESTYLE

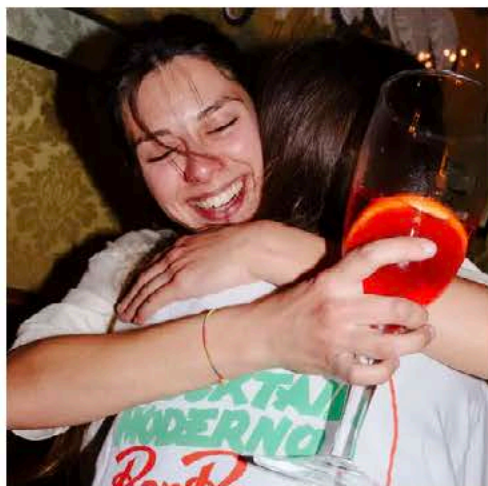
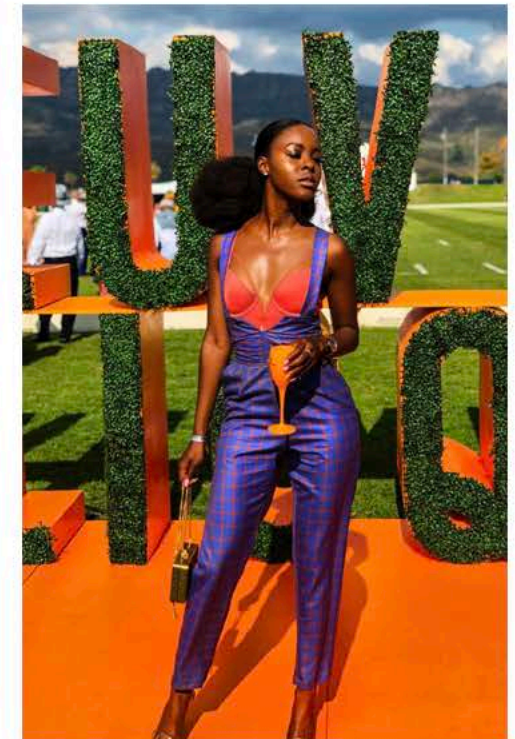
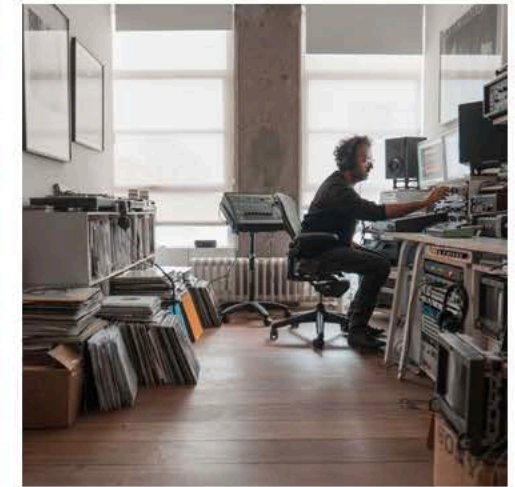
Dedicated to la joie de vivre and the art of entertaining. Visuals convey the identity of a particular brand or mix of brands around events, holidays and special occasions. A narrative can also be established through creative use of multiple images in a post or story.



BRAND LIFESTYLE

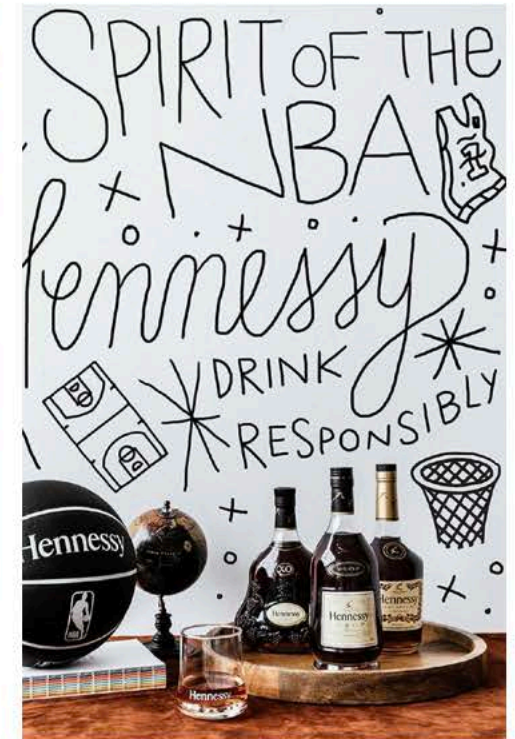
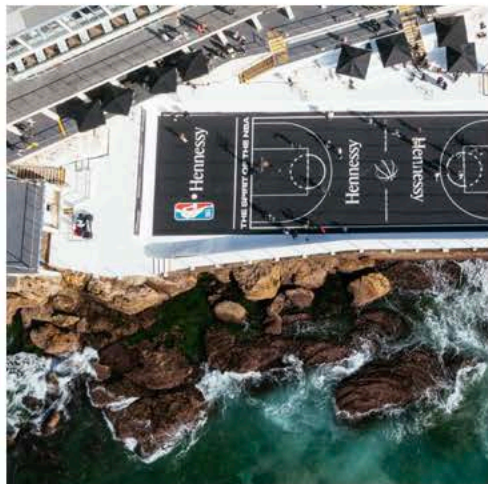
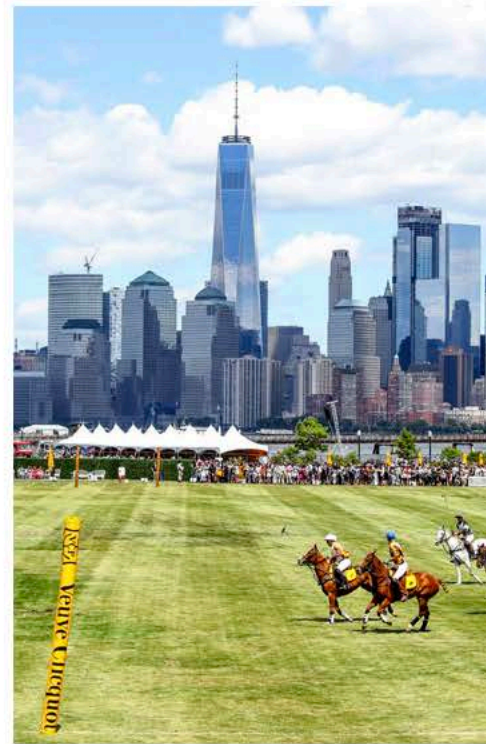
Themes may also focus on activities which individuals associate with a particular lifestyle sport, métier, holiday, event etc. that has a direct or subtle tieback to a particular wine, spirit or brand. Photography can also be devoid of products all together.

Natural use of depth of field and lighting is encouraged. Unstaged and candid shots are preferred.



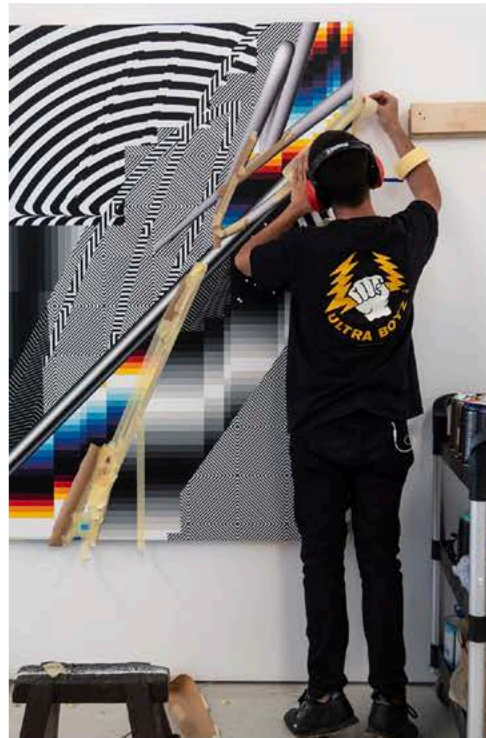
SPORT & ATHLETES

Sponsorship of individual athletes or particular sport. Must pay strict attention to Evin Loi laws regarding marketing of sport and alcohol.



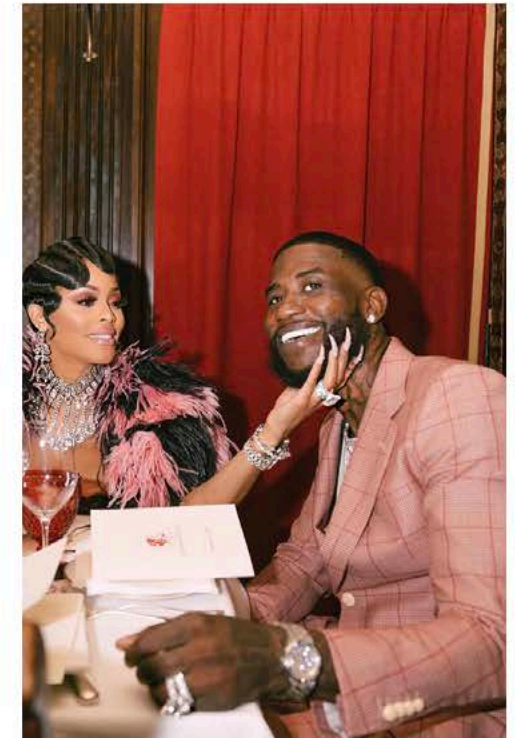
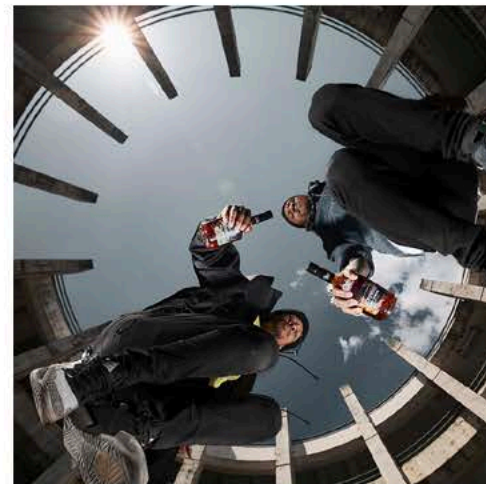
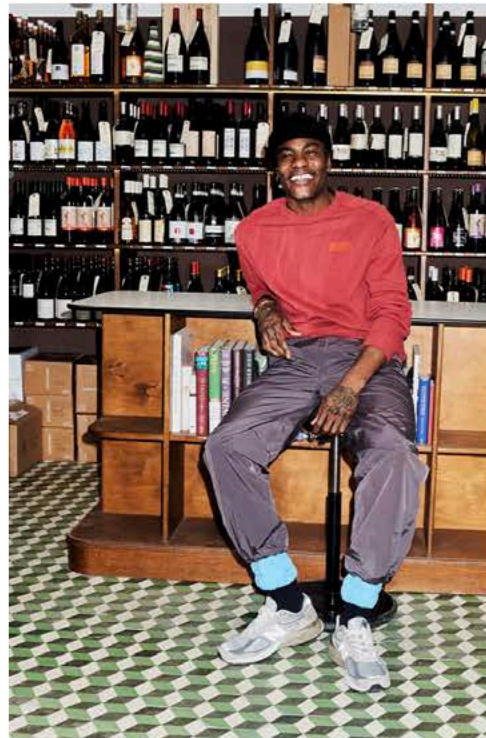
CULTURE CENTRIC INITIATIVES

Beyond just collaborations, brand ambassadors and product placement, maisons should explore authentic involvement in culture. Some examples may include educational, art and social justice initiatives.



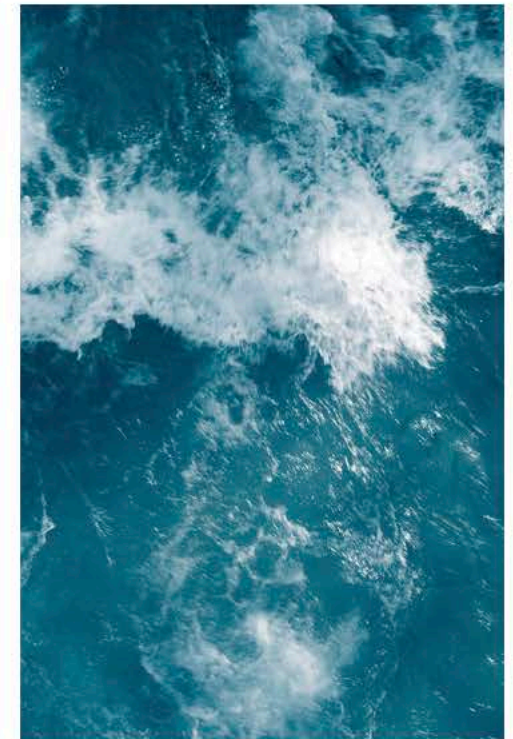
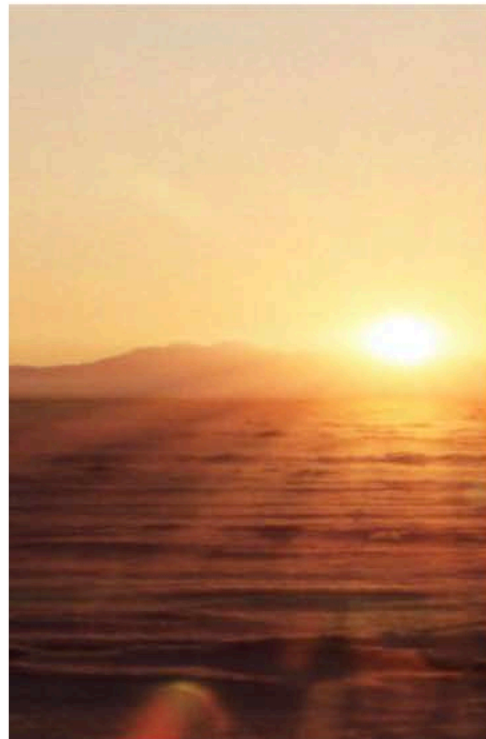
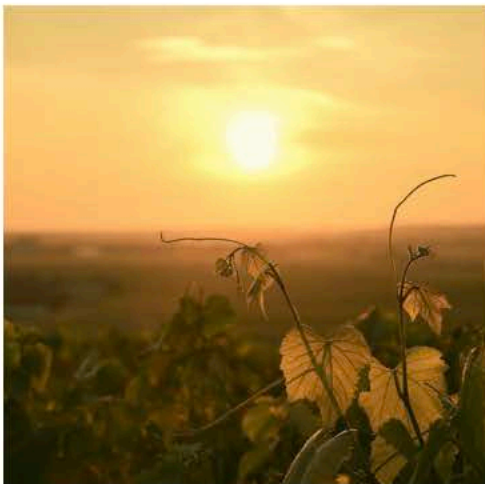
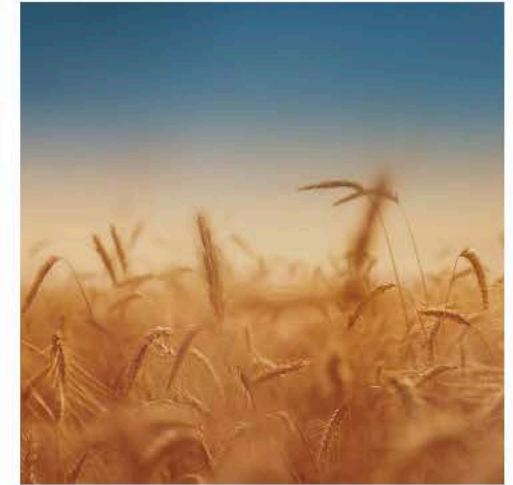
CULTURE CENTRIC INITIATIVES

When maisons become cultural symbols that are meaningful for people as they aren't just selling their products; they are creating a world around their products where communities are formed. This way, the brand becomes part of everyday living, individual identity, and personal relationships



ENVIRONMENTAL INITIATIVES

May tie back to a particular maison or broader initiatives from Moët Hennessy or Clos19. The goal is to start a narrative around the environment's correlation with every aspect of the production of wine and spirits, and how one mirrors the other.

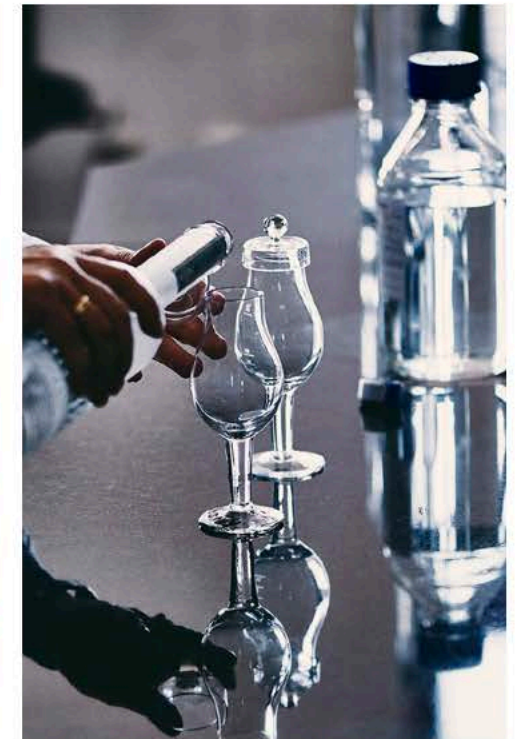


VINTERS, CHEFS, MIXOLOGISTS, ETC.

Dedicated to the individuals along the entire life-cycle and supply chain of a product, and their unique métiers from field to table.

May depict the end creation alone, or incorporate images of the savoir-faire behind various production stages.

Visuals should be natural and not staged. Use depth of field and light for interest. Leverage a brand's tone as closely as possible.



ABSTRACT, ILLUSTRATED & 3D ART

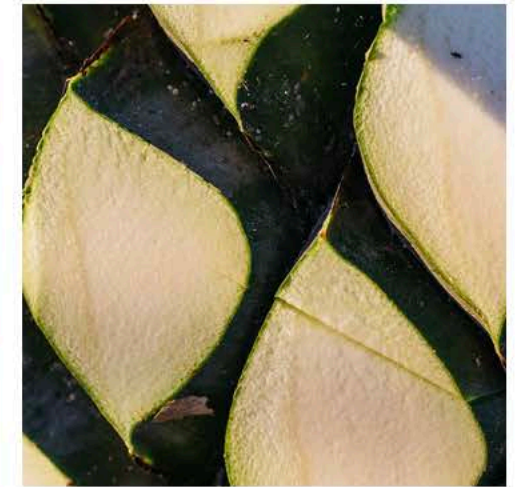
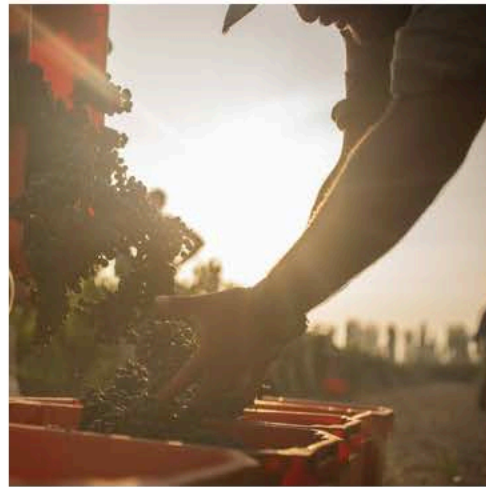
Ethereal representations of the brand's essence through the creative use of abstract environments.



INGREDIENTS

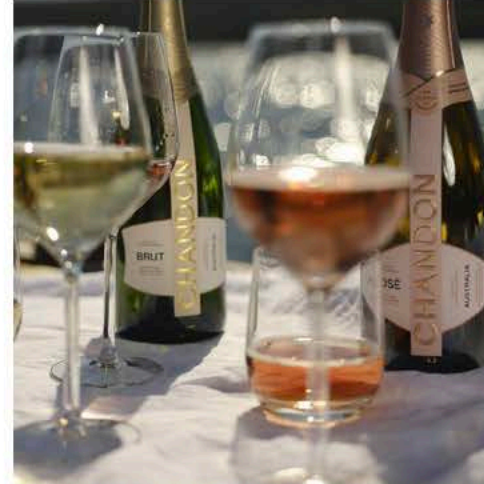
Highlight the beauty of the ingredients used in the vinification and distillery process.

Macro photography and longer shots of the planting and cultivation of ingredients adds to story-telling.



PRODUCT

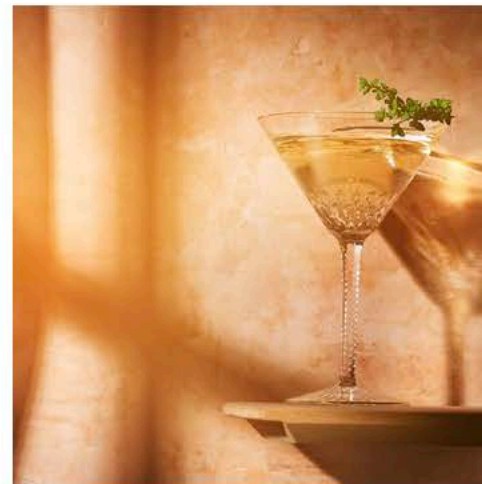
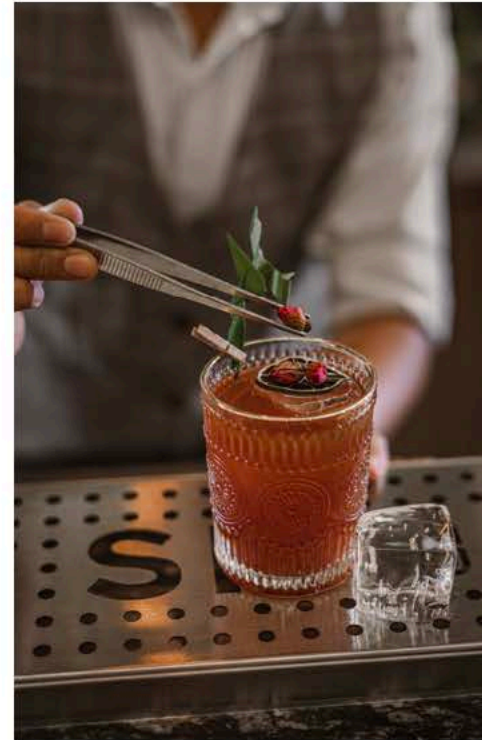
Product-focused visuals can be curated or more natural. If curated, creative use of depth of field and light and shadows is recommended. If clear view of label is not used the descriptive, copy may be used to call out specific brand.



MIXOLOGY

A homage to the art and skill of preparing mixed drinks- whether at home, or in bar or restaurant setting. Artisanal recipes combining our products with fine ingredients that bring out the essence of each concoction.

Abstract 3D representations are also encouraged.



Dos & Don'ts

DO

Use graphics that communicate a message interestingly and efficiently.

Write creative captions that highlight the maison's identity.

Develop relationships with users to help them personally connect with the maisons.

Post on a regular schedule to encourage top-of-mind recall and maintain audience engagement.

Set achievable and measurable goals to determine the success of maison campaigns by leveraging sponsored content.

DON'T

Ignore interactions with followers, which may decrease engagement. It is important to reply to positive comments from our audience, and not reply to negative ones. This differs from customer concerns in which case you can offer to resolve their issues.

Do not use the same content for every platform. Examine the demographics of each platform to determine the right content for each target audience.

Social

Instagram Posts

Posts without text over image have regularly performed better.

The more natural and less gimmicky your images, the more they appeal to Instagram followers.

Here are the results in percentage differences favoring images without text:

- Reach: 14.14%
- Higher Likes: 39.50%
- Higher Comments: 2.22% higher

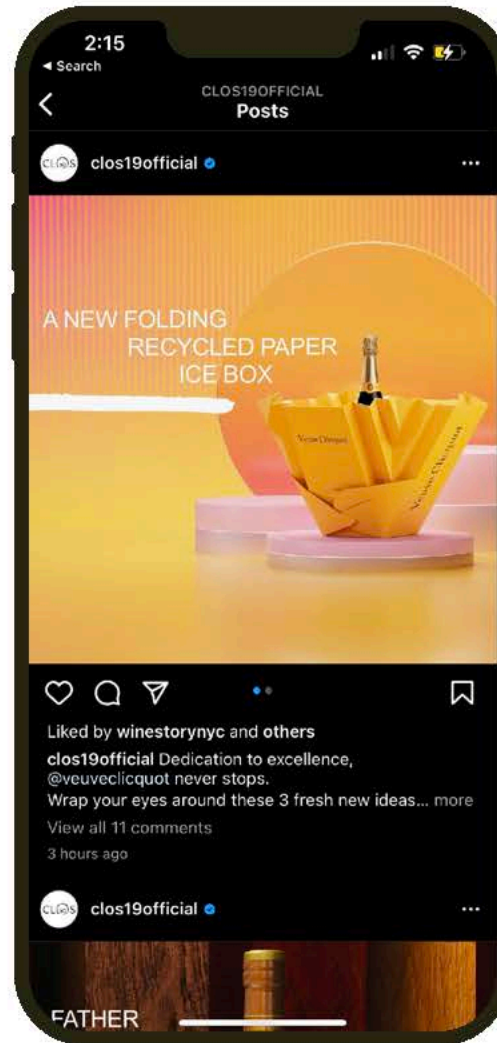
Videos have also regularly out performed static images.

A mix of creative product shots, 3D art and lifestyle imagery is recommended.

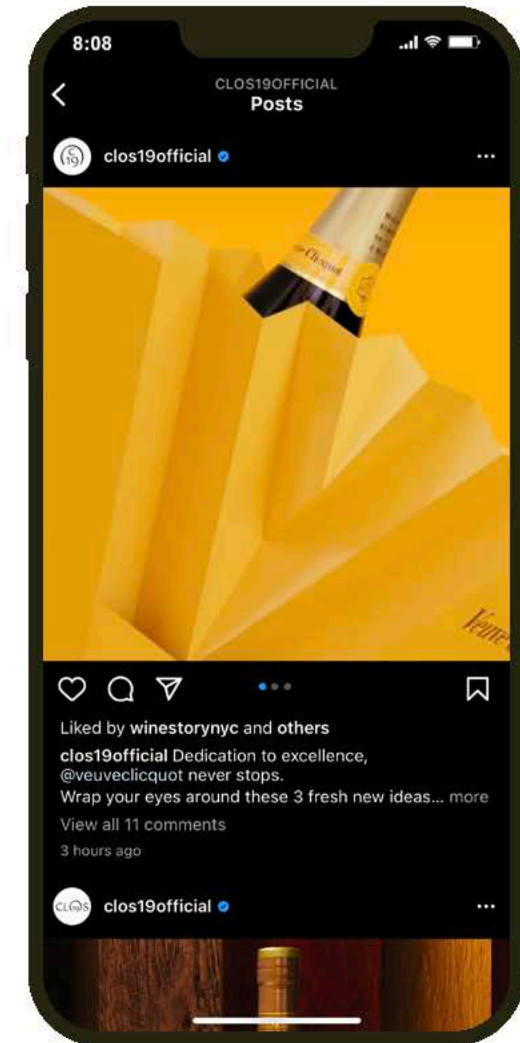
Any form of grid layouts should be avoided at all costs.

Adding alt text when creating a post can boost and increase accessibility.

Adding hashtags demotes a posts reach according to Instagram's new algorithm.



INCORRECT



CORRECT

Instagram Stories

Use approved fonts only.

CTA's can be created transparently with on brand buttons.

Animated stories have been shown to have better conversion.

Use the sequential format for story telling.

Engage followers with educational content, polls, quizzes and questions.

Keep a close eye on your Instagram Stories analytics to see what's working and what's not.

Create a consistent publishing frequency and prepare content ahead of time.

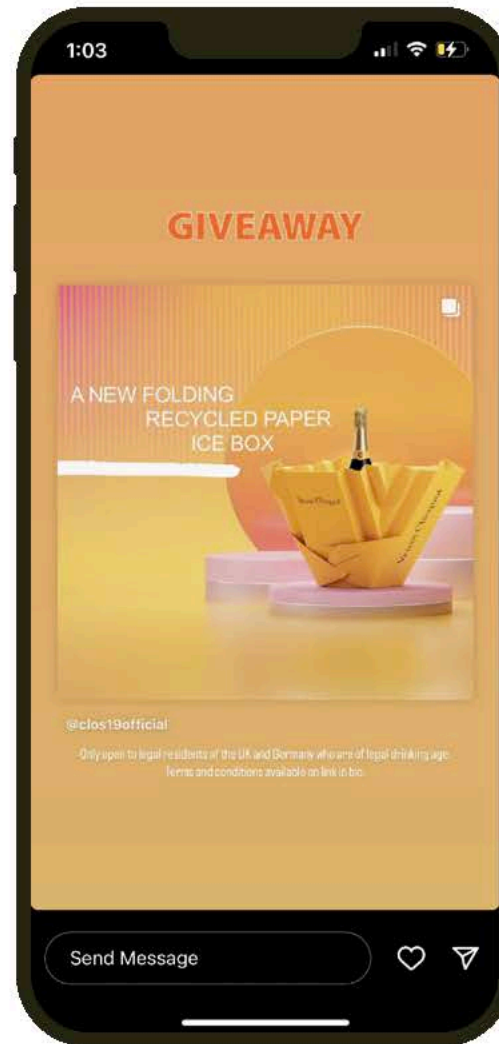
Create story highlights.

Hide hashtags and @'s off screen. Or tag stories with individual or Maison.

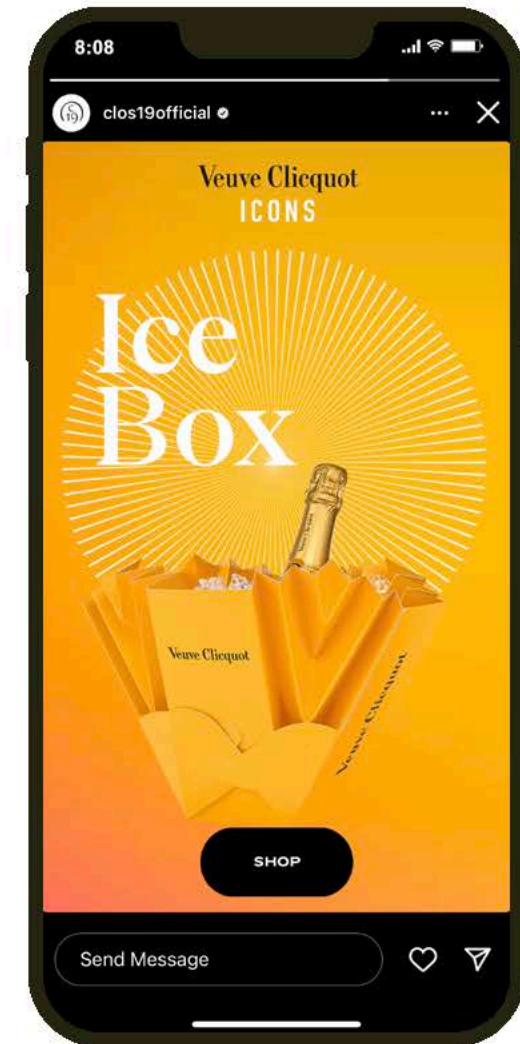
Leverage appropriate soundFX and music.

Do NOT post square images or videos but 4x3 vertical ratio.

Same rules apply for Instagram Reels



INCORRECT



CORRECT

Instagram Stories

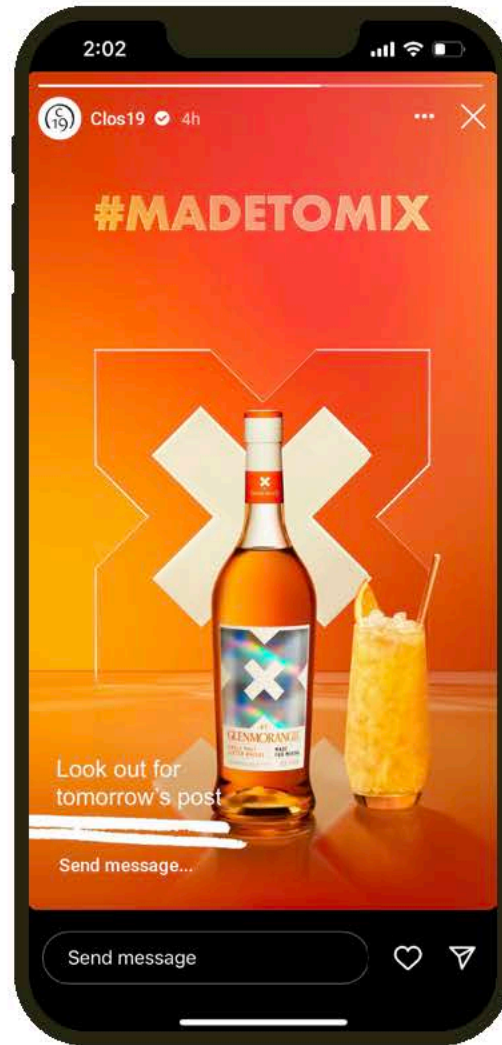
Use approved fonts only.

Do NOT use text directing our users to check back tomorrow for new content.

Consider using visuals that convey the messaging behind the product subtly.

Adding hashtags demotes a post stories reach according to Facebook's new algorithm.

Same rules apply for Instagram Reels.



INCORRECT



CORRECT

Facebook Posts

Use approved fonts only.

CTA's should be added to the description copy.

Animated stories have been shown to have better conversion.

Use carousel ads when applicable for story telling. Each image can have a unique link.

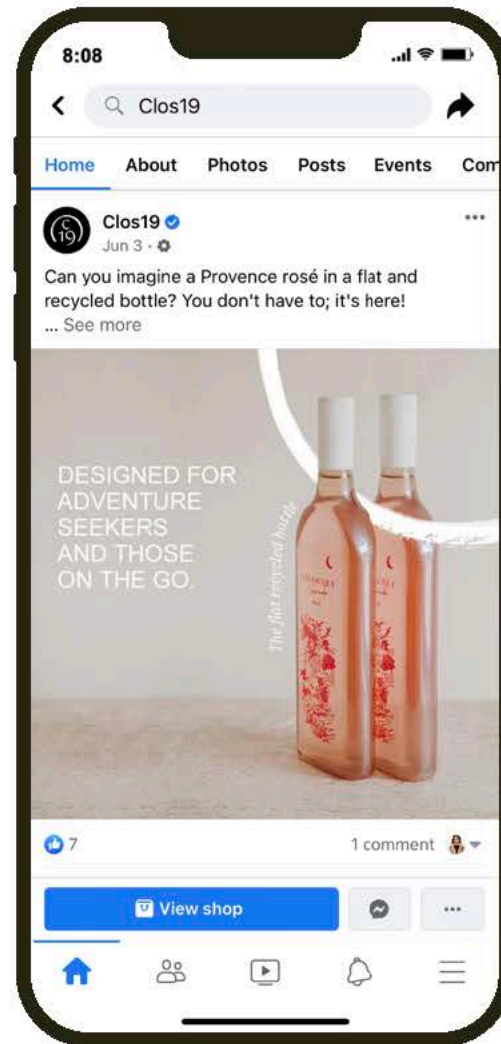
Engage followers with educational content, polls, quizzes and questions.

Keep a close eye on your Instagram Stories analytics to see what's working and what's not.

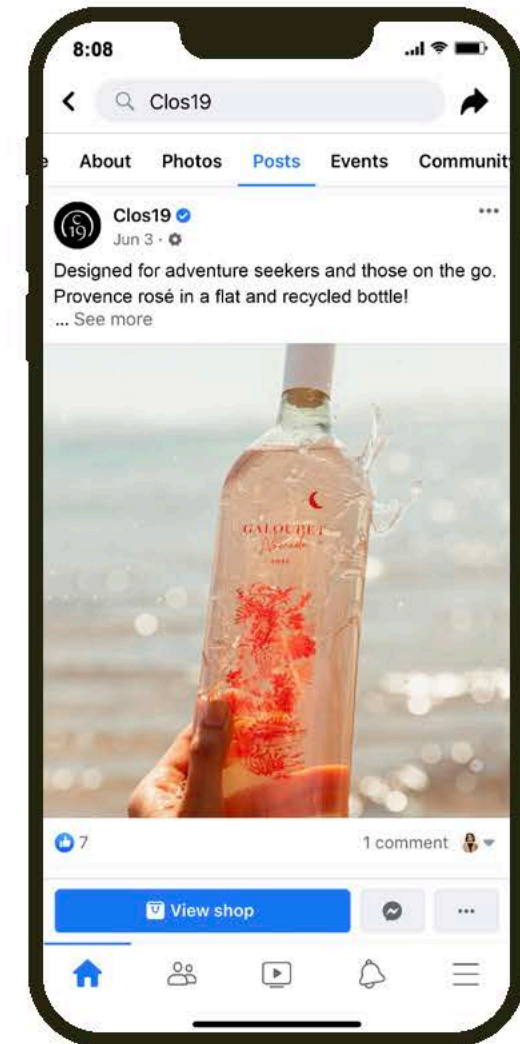
Create a consistent publishing frequency and prepare content ahead of time.

Leverage appropriate soundFX and music on video posts.

Adding hashtags demotes a post reach according to Facebook's new algorithm.



INCORRECT



CORRECT

Facebook Stories

Use approved fonts only.

CTA's can be created transparently with on-brand buttons.

Animated stories have been shown to have better conversion.

Use multiple stories formats for story telling.

Engage followers with educational content, polls, quizzes and questions.

Keep a close eye on your Instagram Stories analytics to see what's working and what's not.

Create a consistent publishing frequency and prepare content ahead of time.

Create story highlights.

Hide hashtags and @'s off screen. Or tag stories with individual or Maison.

Leverage appropriate soundFX and music.

Adding hashtags demotes a post stories reach according to Facebook's new algorithm.

Do NOT post square images or videos but 4x3 vertical ratio.

Same rules apply for Facebook Reels.



INCORRECT



CORRECT

Social Media Avatars

We have developed two avatar images. They are for both circular and square avatars shapes of all sizes. The icon-only logo should be used with the right amount of clear space on all sides.

While the layout of these avatars should not be altered, secondary brand colours may be used to address special events, holidays, and seasonal changes.

Instagram profile size: 110 x 110 pixels
Facebook profile size: 180 x 180 pixels
Twitter profile size: 400x400 pixels
Pinterest profile size: 165 x 165 pixels
YouTube profile size: 800 x 800 pixels



ICON AVATAR

Preferred avatar for use on all platforms. All approved color combinations may be used.



WORDMARK AVATAR

All approved color combinations may be used. The wordmark must be visually centered, not mechanically.



Art of Gifting

Expressions of love, times to celebrate and moments we hope will last forever. Throughout the year, our lives give us different reasons to mark the moment with a bottle of Moët & Chandon. Now you can add a special message to yours with our limited edition giftboxes.

Personalization

PERSONALIZATION



GIFTING



Resources

Resources
Downloads

We've prepared some official brand assets available for download. These key components combine to form the visual cornerstone of our identity. When used according to our brand guidelines rules, our brand can speak in a cohesive and recognisable tone of voice.



Logo
Download



Colors
Download



Imagery & Textures
Download



Fonts
Download

Training materials, for brand & product imagery and for additions / edits to the style guide.

Requests

Requests Évin Loi

Évin Loi

Training materials, for brand & product imagery and for additions / edits to the style guide.

ÉVIN LOI

Formally: "loi no 91-32 du 10 janvier 1991 relative à la lutte contre le tabagisme et l'alcoolisme", Law 91-32 of 10 January 1991 relative to the struggle against tobacco consumption and alcoholism) is the French alcohol and tobacco policy law passed in 1991. It takes its name from Claude Évin, then Minister of Health, who proposed it to Parliament.

Before the law, French advertising laws discriminated against non-French producers. However, Scotch whisky producers challenged France in the European Court of Justice and won. France was condemned and required to change the law in 1980 but did not produce satisfactory legislation until 1991, with the enactment of Loi Evin, which affected both alcohol and tobacco policies.

PROVISIONS

The provisions of the law reinforce the restrictions placed on tobacco and alcohol and their advertising by its predecessor Loi Veil (1976).

ALCOHOL

Alcohol advertisements are prohibited on television or in cinemas. The law requires strict control over messages and images and the inclusion in all advertisements of a message to the effect that alcohol abuse is dangerous to one's health.

Resources

File Types

With all the different file types in this system, we've prepared a small guide to understand each file type and when to use them. The key difference between vector and image files comes down to utility. Image files are composed of a set number of pixels. Because of this set number, if image file is printed at a larger dimension than what it was designed for, it will appear visibly grainy and pixelated because the dots that compose the image are forced to grow larger as the medium they're printed on grows.

AI

Adobe Illustrator

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

PDF

Portable Document Format

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

SVG

Scalable Vector Graphic

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

EPS

Encapsulates Post Script

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

JPEG

Joint Photographic Experts Group

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

PNG

Portable Graphics Network

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

Resources

Color Spaces

Color is an important part of our visual identity — it drives recognition and creates attachment to the brand. In order to create the same visual experience in digital, in printed matter we use different color values depending on the outcome.

When using color on screens and digital environments we use RGB / HEX color values. When printing applications there are two different values to use; CMYK or Pantone.

Our brand color palette is available as ASE files that can be opened with Adobe Creative Suite (e.g. Photoshop, Illustrator and InDesign).

RGB

Digital - Red, Green, Blue

The color space for digital displays. Red, Green, and Blue make up the color palette for RGB and is supported in all browsers. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colors. Use CMYK or Pantone files for printing purposes.

HEX

A hexadecimal (HEX) color is specified with: #RRGGBB and is supported in all browsers.

CMYK

Print - Cyan, Magenta, Yellow, and Key (Black)

These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use. This is the most common value in print material.

PANTONE/SPOT

Offset Print

Pantone Matching System® is a universal color matching system. Pantone codes differ depending if the paper is coated or uncoated. Pantone is a standardize system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can become costly using more than three colours.

If you have any questions regarding our brand guidelines,
or require additional assets, please contact:
nellis-ext@moethennessy.com





CLOS19



closio

ESCAPE