Brand guidelines for Highgrove Beds Group and Highgrove Beds

HIGHGROVE

HIGHGROVE

Love Your Sleep

HIGHGROVE

Clear space required around logo, see left example.

Print fonts

Optima Regular
Optima Italic
Optima Bold
Optima Bold Italic
Optima Extra Black
Helvetica Light
Helvetica Regular

Variants of the Optima font should be used for headlines and sub headlines only. Helvetica light and regular should be applied to body copy and small print.

Web fonts

Lato Light
Lato Regular
Lato Italic
Lato Medium
Lato Semibold
Lato Bold
Lato Bold Italic

Where possible the same fonts for print should be applied to web use, in the event that this is not possible variants of the web font Lato is acceptable.

Colour palette

These are the only colours to be used for print and web at 100% transparency, however the blue may be used in varying levels of transparency.
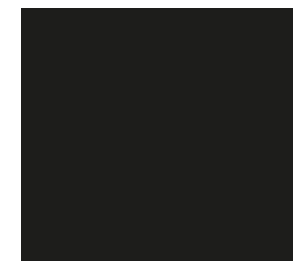
Blue

C: 100	R: 32
M: 85	G: 56
Y: 29	B: 108
K: 12	

Hex: 20386C

Black

C: 0	R: 29
M: 0	G: 29
Y: 0	B: 27
K: 100	

Hex: 1D1D1B

Grey
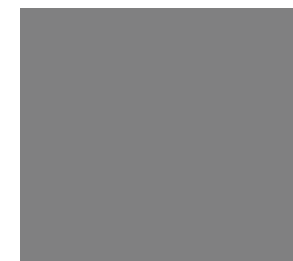
C: 49	R: 128
M: 39	G: 128
Y: 39	B: 128
K: 20	

Hex: 808080

Sub brands for Highgrove Beds

FASTERSLEEP

EXPRESS DELIVERY

KINΣTΣCH™

TOTAL BODY

SUPPORT

ADVANT
EDGE™
WideAsleep