BRAND GUIDELINES · VERSION 1 · NOVEMBER 2026

Coldbeck Plumbing & Heating

One page that keeps the logo, colours and type the same on every van, invoice, card and post. Give it to anyone who makes something with the brand on it.

1 Logo versions

Use the full-colour logo wherever you can. The one-colour versions are for single-ink jobs only: embroidery in one thread, rubber stamps, engraving.



Primary, on white



Reversed, on navy



Icon



One colour

2 Clear space

Keep an empty margin of **x** on every side, where x is the height of the "o". Nothing goes inside it: no text, edges or photos.



3 Minimum size

Below these sizes the shared d and b stem fills in. Use the icon on its own when space is tighter.



Logo 30 mm

120 px on screen

Icon 8 mm

32 px on screen

4 Colours

Copy these exactly. CMYK figures are a starting point for print: ask your printer for a proof before a big run.

Navy	Cold Blue	Hot Coral	Paper
HEX #13223F	HEX #2F6BFF	HEX #FF5B45	HEX #F3F0EA
RGB 19 34 63	RGB 47 107 255	RGB 255 91 69	RGB 243 240 234
CMYK 70 46 0 75	CMYK 82 58 0 0	CMYK 0 64 73 0	CMYK 0 1 4 5

Rough balance: mostly navy and paper, blue for highlights, coral as the small spark.

5 Type

HEADINGS

Mona Sans

ExtraBold, wide. Free under the SIL Open Font License. Fallback: Arial Black.

BODY TEXT

Inter

Regular and SemiBold. Free on Google Fonts. Fallback: Arial.

6 Please don't



Stretch or squash



Change the colours



Add shadows or effects



Tilt it or lose it on colour

Artwork questions: **[Your name]** · **[email]** · **[phone]** Logo files live in: **[shared folder link]**

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