



THREEPEAKS

— DESIGN —

BRAND MANUAL



Introduction

This document describes the basic rules and guidelines for the use of the Three Peaks Design brand identity.

These rules should be adhered to at all times to ensure that the visual identity is applied consistently across all communications, as even the smallest variation will undermine its impact.



Contents

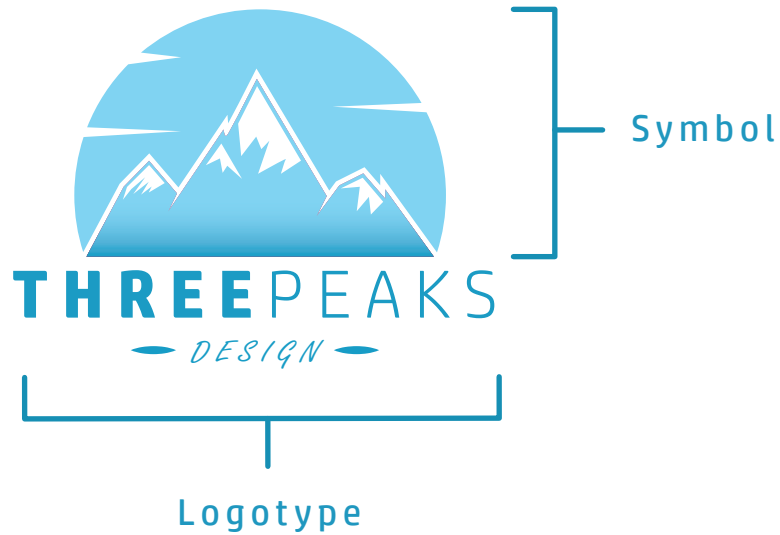
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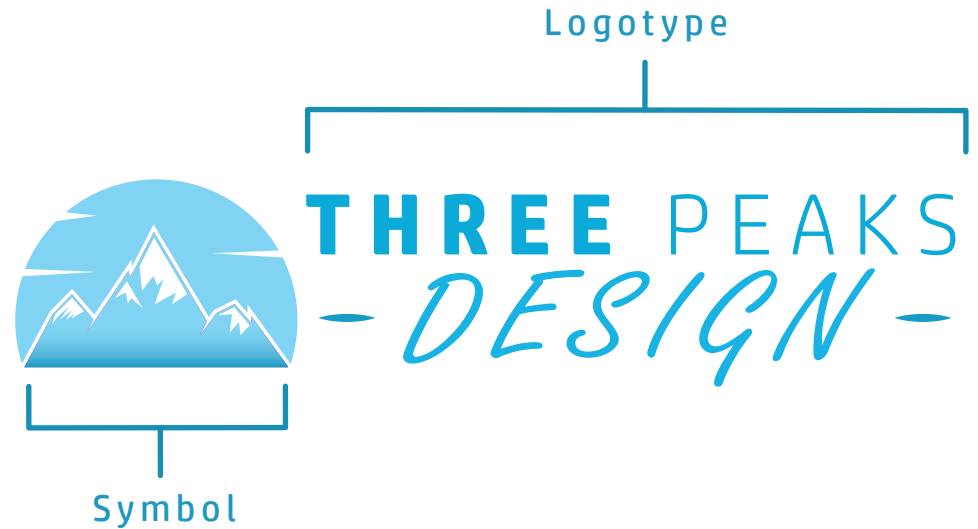
Our Logos

We've taken great care over the construction of these elements and they should not be altered in any way from these two lockups. To ensure this always use the original artworks provided. The Horizontal stacked logo is the primary logotype and is the preferred version for use in all application.

Stacked Lockup (Primary)



Horizontal Lockup (Secondary)



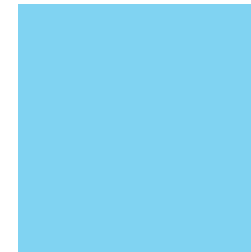


Colour Palette



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Pantone: 629
C: 36 **M:** 0 **Y:** 9 **K:** 0
R: 155 **G:** 211 **B:** 221
HTML: 9BD3DD



Pantone: 629
C: 36 **M:** 0 **Y:** 9 **K:** 0
R: 155 **G:** 211 **B:** 221
HTML: 9BD3DD



Typography

All Three Peaks Design communications should be set in the typeface HP Simplified, which was chosen for its clarity, soft friendly character and to create a consistent and strong visual style.

HP Simplified-Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

HP Simplified-Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890



Don'ts...

The Three Peaks Design logo is the main visual element of the brand and must not be altered in any way, except for the Primary and Secondary. It must be applied consistently across all materials.

The Logotype must never appear without the symbol...

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Don't distort the Logo in any way...



Don't change the relationship between the Symbol and the Logotype...



Don't alter the layout of the Typeface...





Stationery





Stationery 2

 **THREE PEAKS**
- DESIGN -

+353 830517158
paul@threepeaks.ie

@ThreePeaks_Design
@Three Peaks Design

To:
John Smith
Creative Director

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Paul Quinlan
Head of Design

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With Compliments

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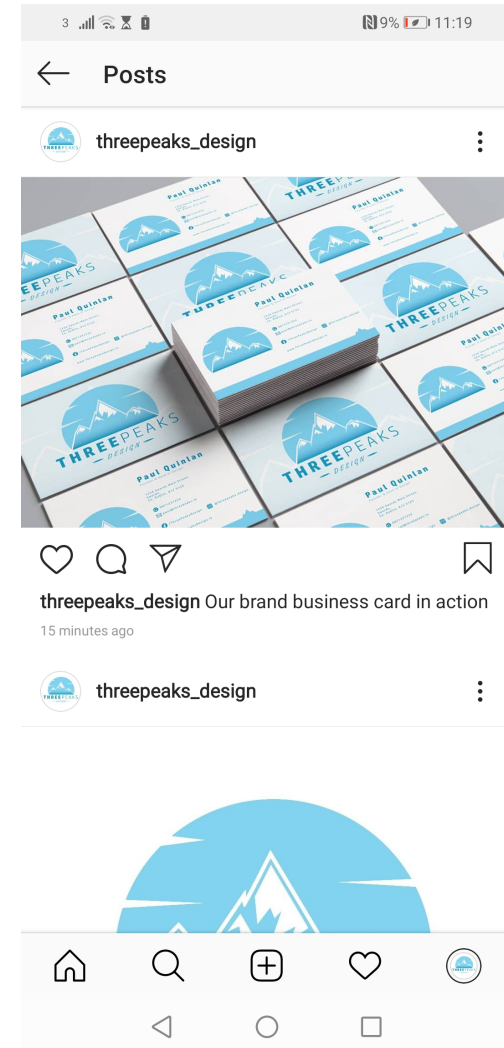
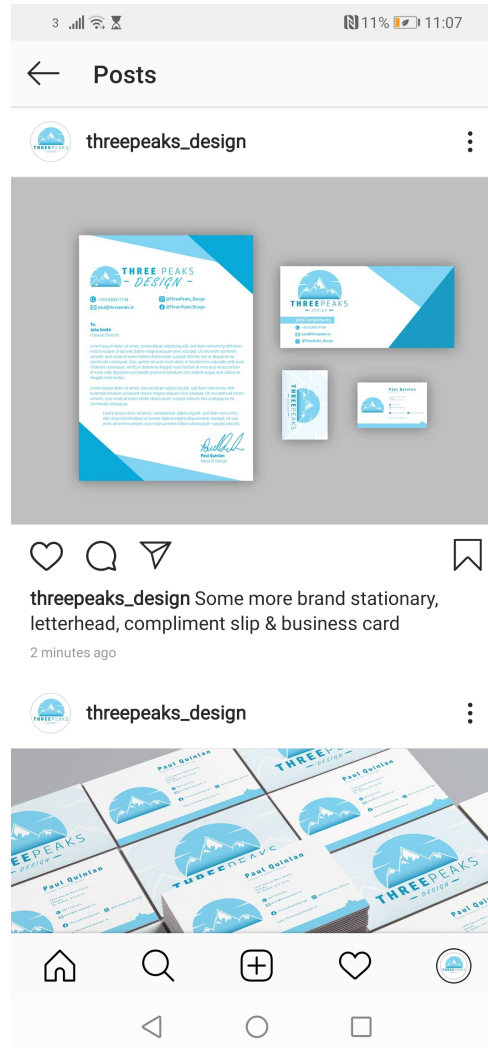
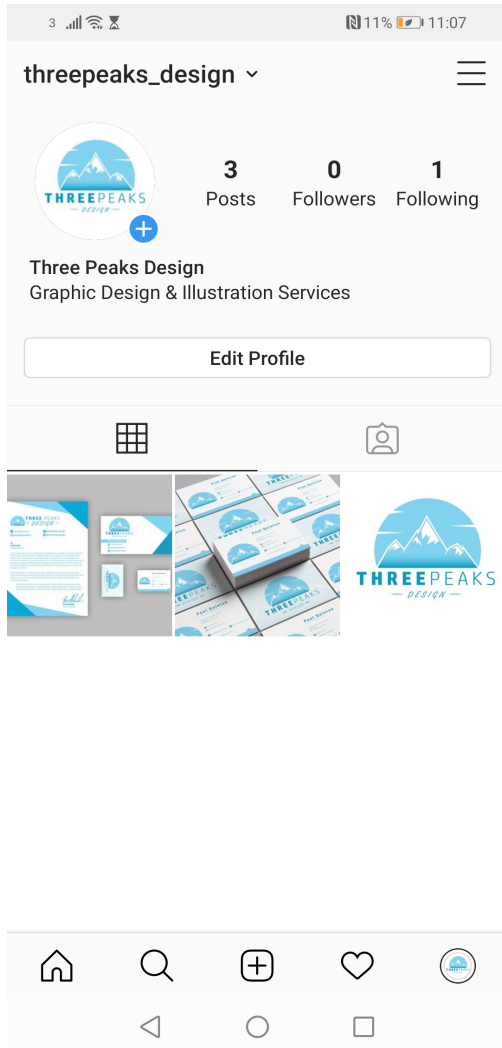
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Marketing Material; Social Media





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