



# THE RAYNHAM BRAND



## THE MONOGRAM

The monogram derives from the signature of Lord Townshend. Townshend of Raynham.

We use the colours to break up the logo and make the T and R visible.



## COLOUR PALETTE

The colours originate from the Townshend crest shown below. Azure and yellow being the two hero colours.

Azure is a deep blue that like the stag is strong yet calm.

Gold, like that of the coronet, has warmth and nobility.

Ermine is a slightly off white colour that represents the 3 escallops.

### AZURE

RGB: 85/110/145

CMYK: 70/45/30/10

HEX: 57768F

### GOLD

RGB: 245/190/0

CMYK: 5/25/100/0

HEX: F3BF00

### ERMINE

RGB: 246/246/246

CMYK: 0/0/0/5

HEX: F5F5F5



## MONOGRAM WITH TYPEMARK

The lockup is centre aligned so it shows symmetry and balance like the architecture of the house.

The monogram should be 3 times the X height of the wordmark and the space between the monogram and the wordmark should be the X height up to the beginning of the X's crotch.



## THE LOGO LOCKUP

We have a colour version, a solid black version and a solid white version of both the logo lockup and the monogram.

### COLOUR



### MONO



### WHITE OUT



## PRIMARY TYPEFACE

Our typeface is English Grotesque. We use it as our headline font and copy font. The family consists of 6 different weights. It's a typeface that feels quintessentially British. and is rooted in our industrial past.

Headlines use English Grotesque Light and are always set in uppercase with spacious kerning so the letters stand tall, strong and proud. Subheads use English Grotesque Thin and are also set in uppercase.

Use size and space and weight to create a clear hierarchy of the information. Typography doesn't have to be centre aligned, although it's preferred. If you're not centre aligning the copy, ensure it still feels even and balanced.

# ENGLISH GROTESQUE LIGHT

TYPE SIZE = (X) LEADING = (X)+2/3PT TRACKING: 120PT

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## HEADLINE

ENGLISH GROTESQUE LIGHT

## SUBHEAD

ENGLISH GROTESQUE THIN

## SYSTEM SAFE ALT TYPEFACE

Our websafe system safe alternative is Gill Sans. A sans serif typeface with great readability, that is also firmly cemented into British Heritage. We should use Gill Sans only when we cannot use English Grotesque. For example many digital executions will require a websafe font to ensure the design and content displays the way we intend.

# GILL SANS MT

TYPE SIZE = (X)    LEADING = (X)+2/3PT    TRACKING: 100PT +/-

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## HEADLINE

GILL SANS MT BOLD

## SUBHEAD

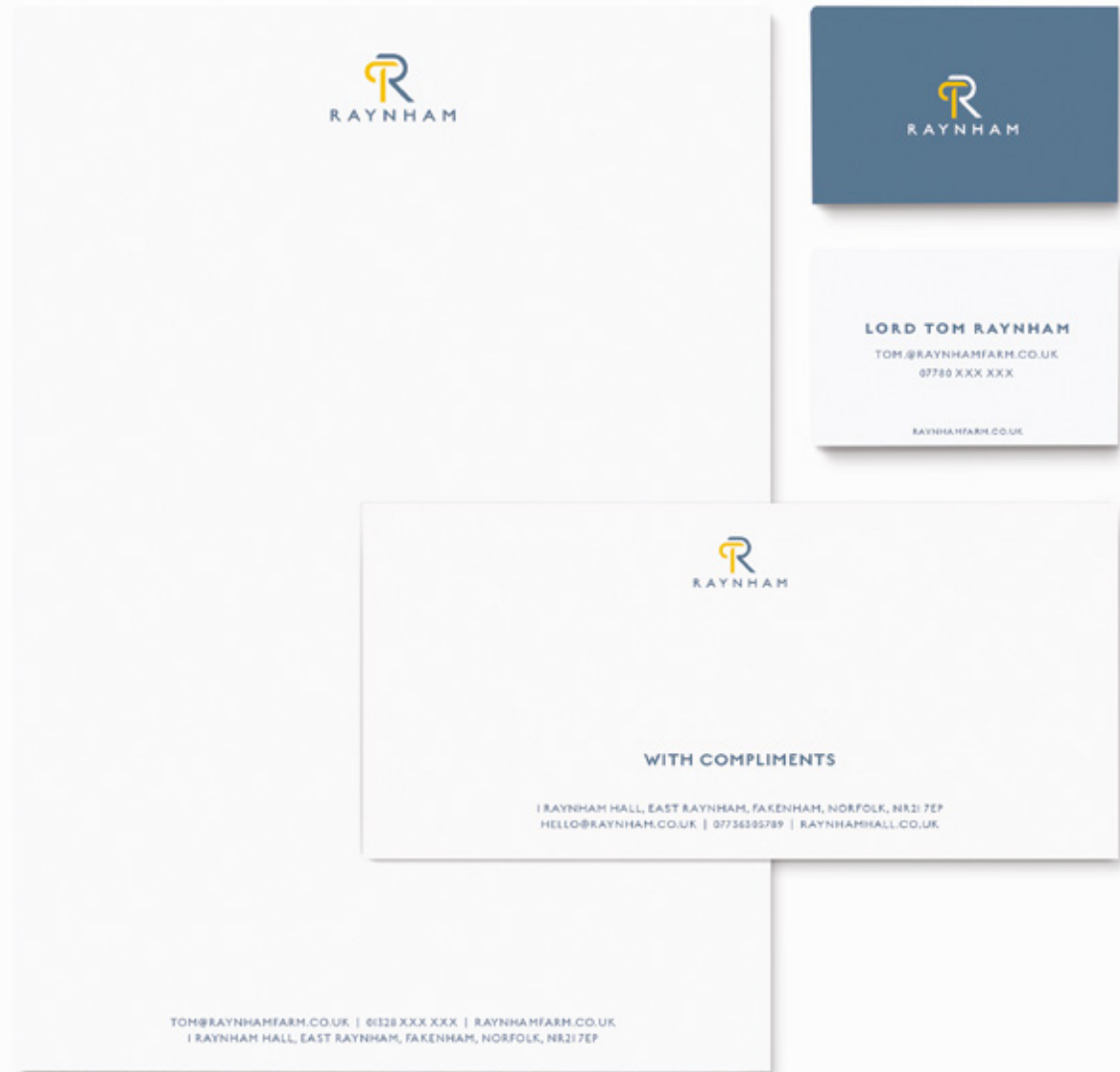
GILL SANS MT REGULAR

STATIONERY




## LETTERHEAD AND BUSINESS CARD

Using the brand's core colours and assets we have a clean and professional set of stationery.



## MINUTES HEADER

The minutes header follows the centre aligned rule.

 RAYNHAM		
MINUTES OF THE RAYNHAM FARM COMPANY MEETING HELD ON 31.01.17		
Directors Present:	Sandy Douglas Tom Raynham	DGD) R)
In Attendance:	Holly Lamming Martin Benstead Susan Shaw Charles Whittaker Percy Lawson	L) B) ES) AW) JL)
Apologies:	John Townshend Duncan Blyth	T) B)
		Action
1.	<b>MATTERS ARISING FROM THE MINUTES</b> <ul style="list-style-type: none"><li>CAW to provide benchmarking for 15/16 over next fortnight</li><li>Educational Partnership CFA to be properly recorded and accounted for</li><li>Agreed that the Estate should go out to tender on the farm insurance in July</li></ul>	CAW DB All
2.	<b>FINANCIAL</b>	
2.1	<b>2016 Harvest Update</b> <ul style="list-style-type: none"><li>Winter Wheat - yields (including that taken for whole crop) were significantly lower than budget and comparable farms. This is thought to be due to late drilling. TR was keen to understand exactly why this has happened so as to put in place measures to prevent it happening again.</li><li>Spring Wheat - yields down; pricing in line with budget - Gross margin -£17k to budget</li><li>Winter Barley – poor yield, but same as UK average. No sales yet, suggest wait for price increase.</li></ul>	CAW DB
1 RAYNHAM HALL, EAST RAYNHAM, FAKENHAM, NORFOLK, NR21 7EP		

## EMAIL FOOTER

The email footer sits at the bottom left and aligns with the email copy.



COMMUNICATIONS

## GRAPHIC PRINCIPLES

### 1. THE HOUSE

The position of the house is always centre bottom, with approximately 70% of the house's facade in the shot.

### 2. THE GRAPHIC DEVICE

The patterns and graphics we employ above our house are used as symbols of vibrancy and energy.

### 2. THE LOGO

Should have plenty of space and prominence on the page.



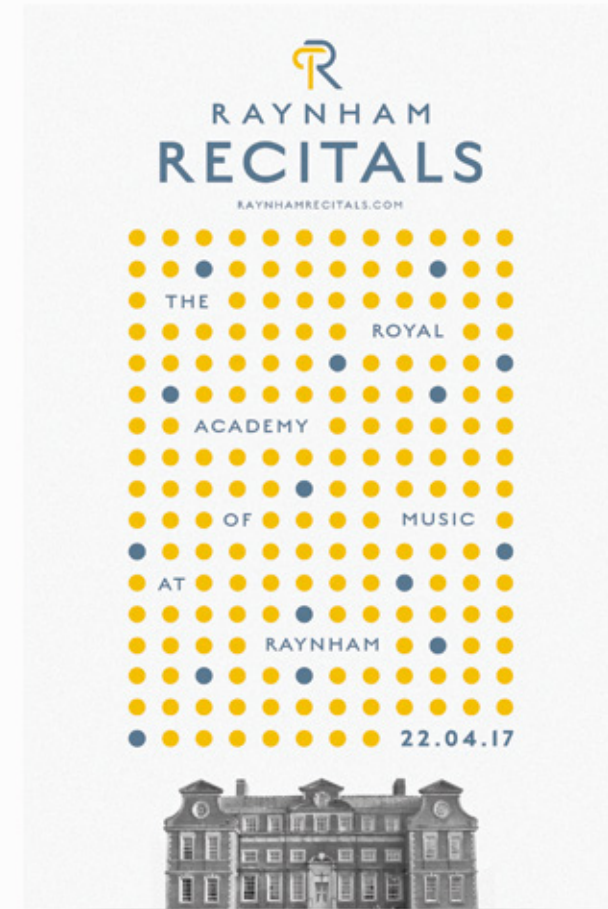
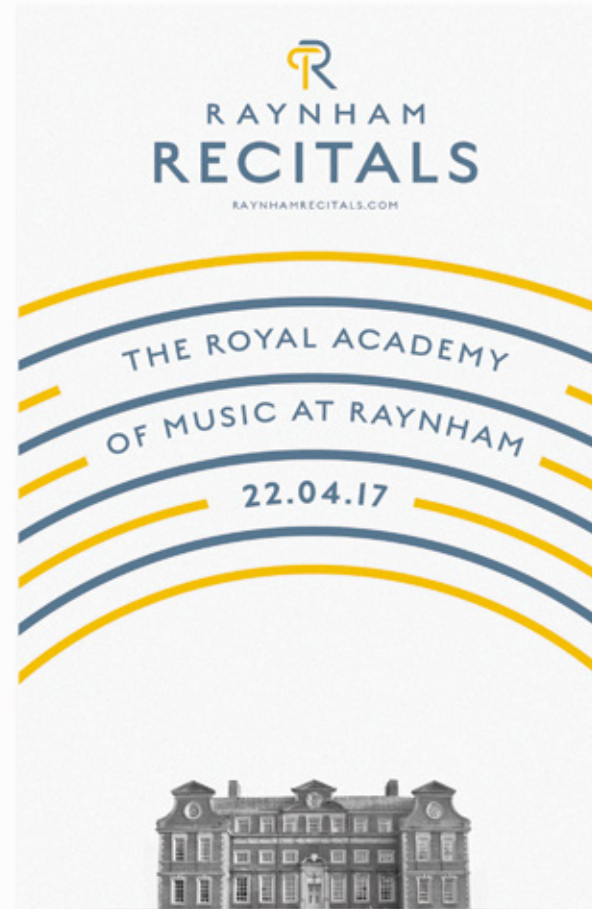
## GRAPHIC DEVICE AND TYPOGRAPHY IN USE

We set our content between the graphic and the house. Using different weights of the typography to create a clear hierarchy.



## GRAPHIC SYMBOL & TYPOGRAPHY

Depending on space the graphic can move to the middle of the page to provide us with a framework for our message. When we use the graphic device and typography together we work the typography into these designs in a fun, playful and vibrant way.





ALTERNATIVE  
GRAPHIC DEVICES  
IN USE





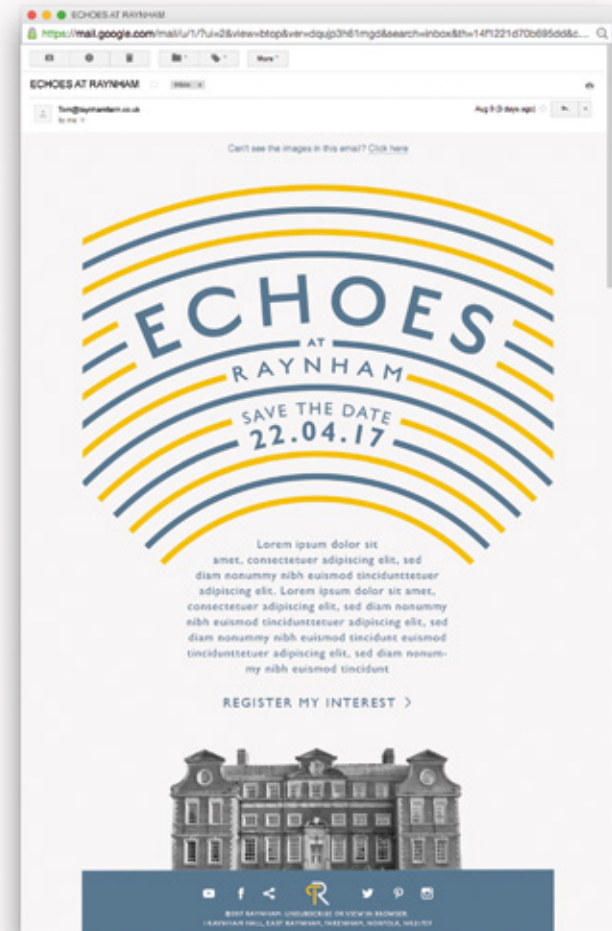
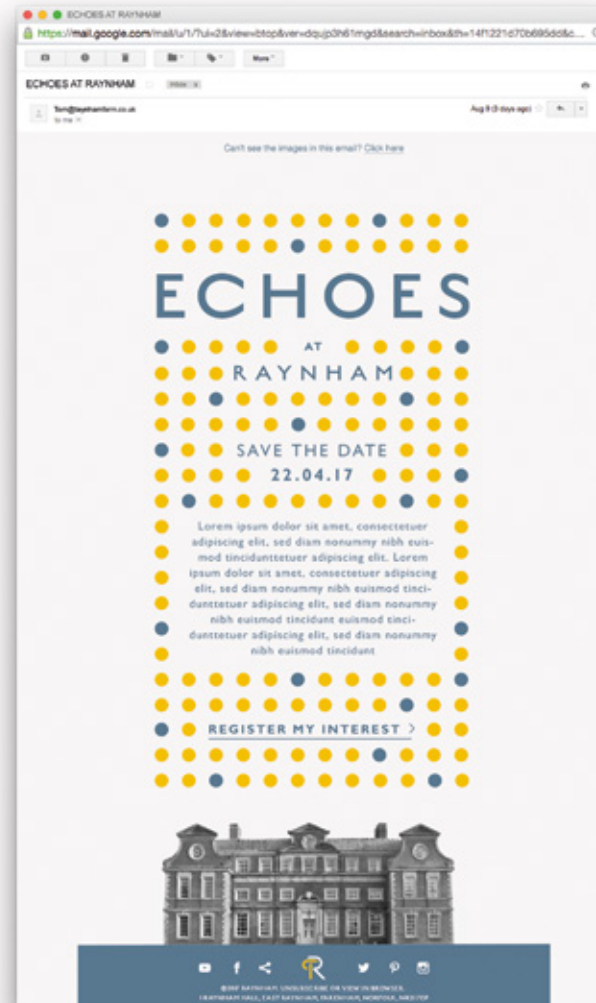
## ALTERNATIVE ROADSIDE POSTERS

Here are more examples of some different graphic devices in use.



## EMAIL LAYOUTS

Emails use the graphic devices in the same way as the posters. We can even bring some of the patterns to life with animation on digital formats.



## NEWSPRINT ADVERT

An example of a newsprint advert that uses the brand colours and centre alignment rule.



RAYNHAM

RAYNHAM ESTATE IS A 2000HA MIXED FARMING BUSINESS  
INCLUDING AN A.D. PLANT, FORESTRY AND POULTRY,  
LOCATED NEAR FAKENHAM, NORFOLK.

**ARABLE OPERATOR/GENERAL FARM WORKER:** A new Arable Operator/General farm worker is needed to assist with normal arable operations alongside the application of digestate. This is a new position and the successful candidate will work as part of a small and successful arable team, reporting to the Farm Manager. Cropping cereals, oilseed, rape, beans, sugar beet, energy rye and permanent pasture. There is extensive use of GPS, allowing variable rate drilling and inputs. Relevant experience is expected and suitable qualifications held such as PA1, PA2A, forklift etc.

**POULTRY STOCKPERSON:** Raynham Estate operates two poultry units. We require an experienced Stockman with high levels of bird welfare and a strong emphasis on biosecurity, reporting to poultry manager. The position is new, adding to our current established team. Training will be provided to NVQ level and for other relevant qualifications e.g. Forklift etc.

COMPETITIVE PACKAGE OFFERED BASED ON EXPERIENCE.  
PLEASE APPLY BY EMAIL TO [DUNCAN@RAYNHAMFARM.CO.UK](mailto:DUNCAN@RAYNHAMFARM.CO.UK)

## FULL COLOUR

We also have an extended colour palette for when the subject matter demands a little more.

### AZURE

RGB: 85/110/145  
CMYK: 70/45/30/10  
HEX: 57768F

### GOLD

RGB: 245/190/0  
CMYK: 5/25/100/0  
HEX: F3BF00

### TANGERINE

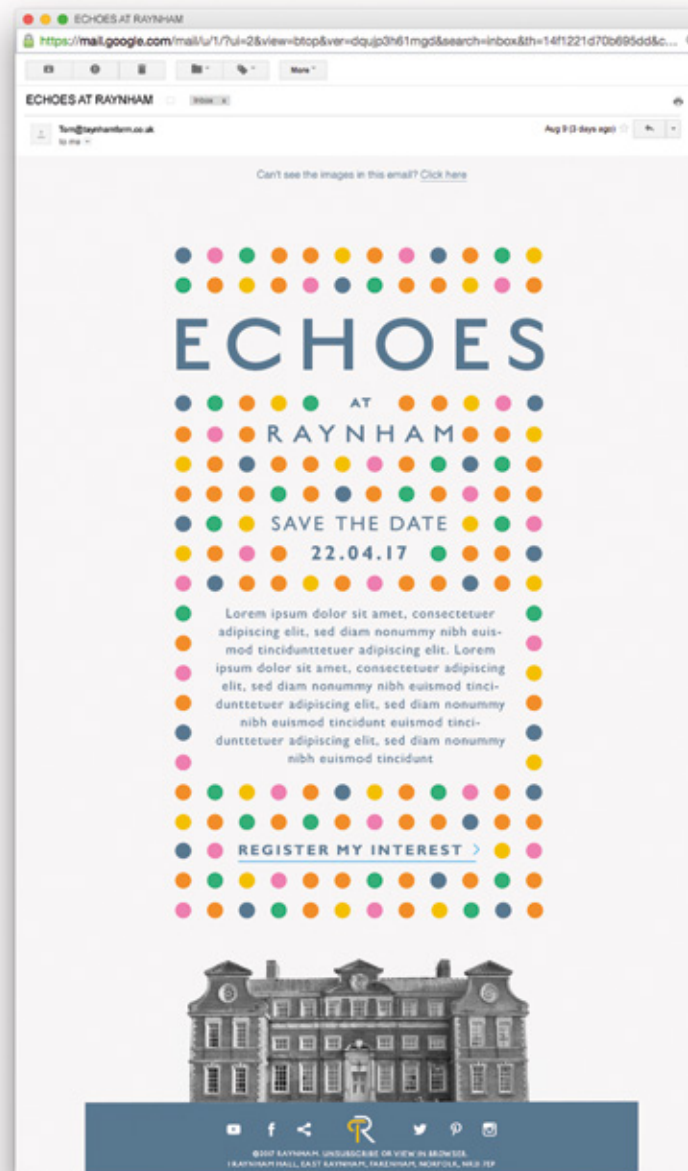
RGB: 240/135/35  
CMYK: 0/55/90/0  
HEX: F18825

### FUSCHIA

RGB: 240/130/175  
CMYK: 0/65/0/0  
HEX: EE80B1

### EMERALD

RGB: 55/175/120  
CMYK: 75/0/65/0  
HEX: 37AE76



OTHER EXPRESSIONS

FARM WORKWEAR  
POLO SHIRT





## GENERIC T-SHIRT



EVENT STAFF  
T-SHIRT





**SIGNAGE**

## ESTATE SIGNAGE



