



Brand Framework

VERSION 3.0



OCTOBER 2018

SECTION 3.1

Colour Palette



We lead with our light blue.

IT'S DESIGNED TO MAKE OUR BOTTLE STAND OUT.
BRIGHT, AIRY, OPTIMISTIC AND MODERN, OUR LIGHT BLUE
IS THE CORE PRIMARY COLOUR ACROSS OUR BRAND.

PRIMARY PALETTE

Our light blue sits alongside three additional core Bombay colours in our palette. Vibrant mid blue, is based on our bottle and works beautifully as a bright accent. Navy, helps to change the pace and create contrast, and pure white offers balance.

To offset our primary palette, we use a rich copper metallic. It adds warmth and links directly to our copper stills in Laverstoke.

WHITE

RGB 255 / 255 / 255
HEX #FFFFFF

25

LIGHT BLUE

PMS 635
CMYK 30 / 0 / 5 / 0
RGB 181 / 244 / 253
HEX #B5F4FD

NAVY

PMS 282
CMYK 100 / 80 / 10 / 70
RGB 0 / 0 / 70
HEX #000046

COPPER METALLIC

PMS 8022
Foilco 6731

MID BLUE

PMS 2995
CMYK 90 / 0 / 0 / 0
RGB 0 / 195 / 242
HEX #00C3F2

COPPER ACCENT: PHYSICAL

Metallic copper is a luxury accent that we use in moderation. It should be the most restrained material on any application.

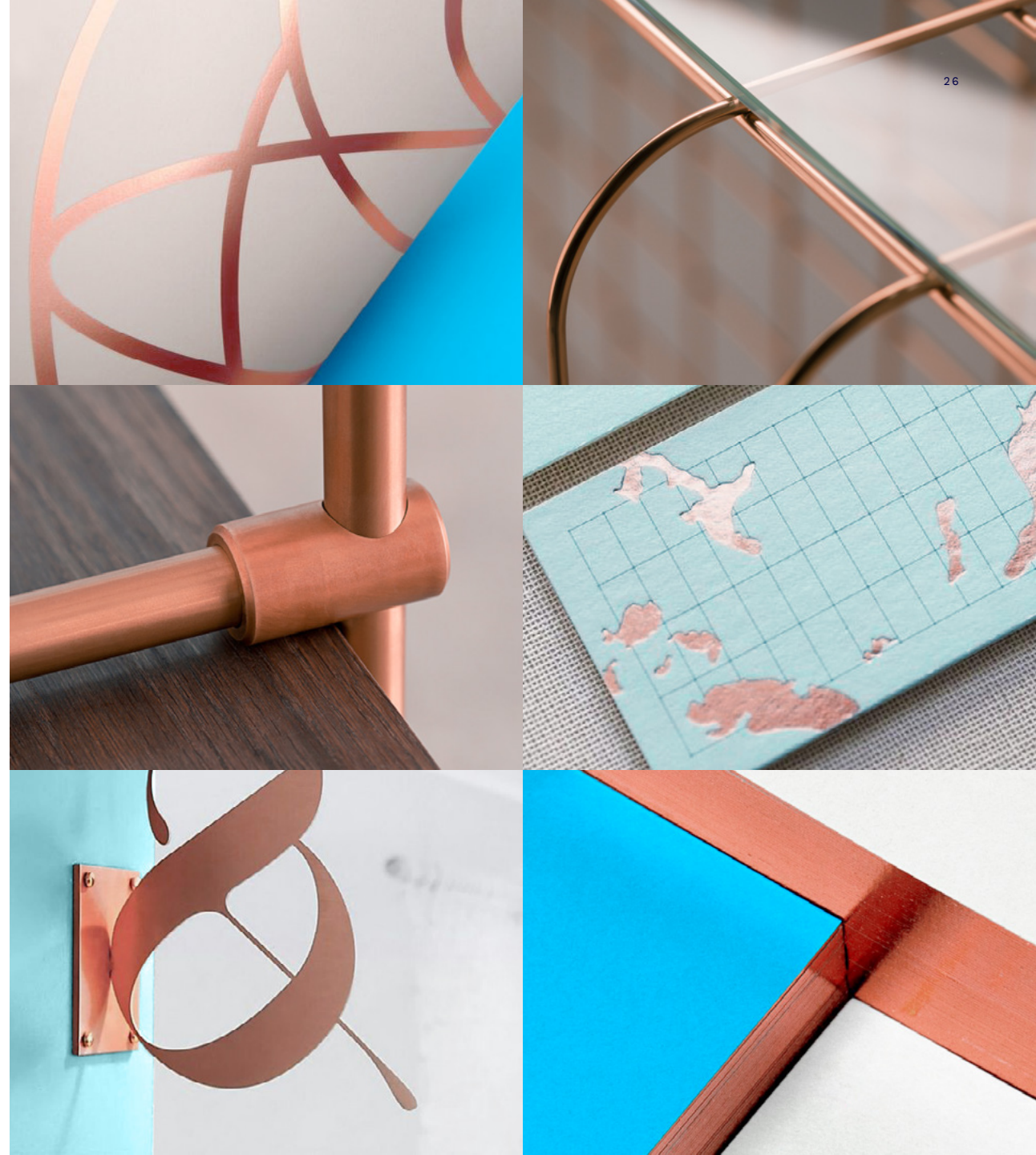
In print, copper is best used for the keylines of our Brand Pattern, or applied to the edges of stationery and cocktail menus. Copper foil is the ideal finish: adding a premium, reflective detail. When foiling isn't available, we should use the metallic Pantone 8022.

If we can't use foil or print the Pantone, we shouldn't print the copper at all.

We also use copper for structures or surfaces to elevate environments. It should be used to add a premium touch, and therefore should never be faked or over-used.

KEY POINTS

- › Copper should only ever be reproduced in foil or metallic Pantone in print. We should never print copper in CMYK.



COPPER ACCENT: DIGITAL

We have a bespoke copper gradient swatch for digital use only. It is made up of three evenly spaced colours, and should always be set at a 38° angle.

It should only ever be used as an accent, never a dominant colour. A good example would be in the keylines of our Brand Pattern.

GRADIENT COLOURS

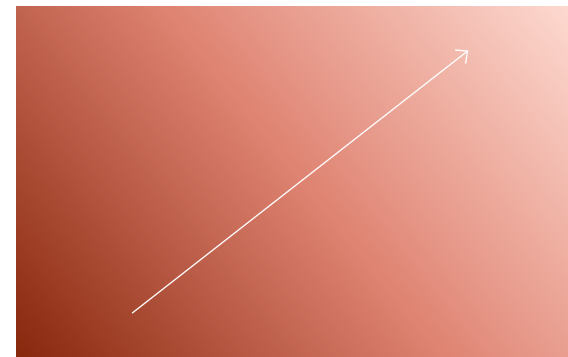


DARK COPPER
HEX #87270C

MID COPPER
HEX #DF8372

LIGHT COPPER
HEX #FFDED5

GRADIENT ANGLES



38° ✓

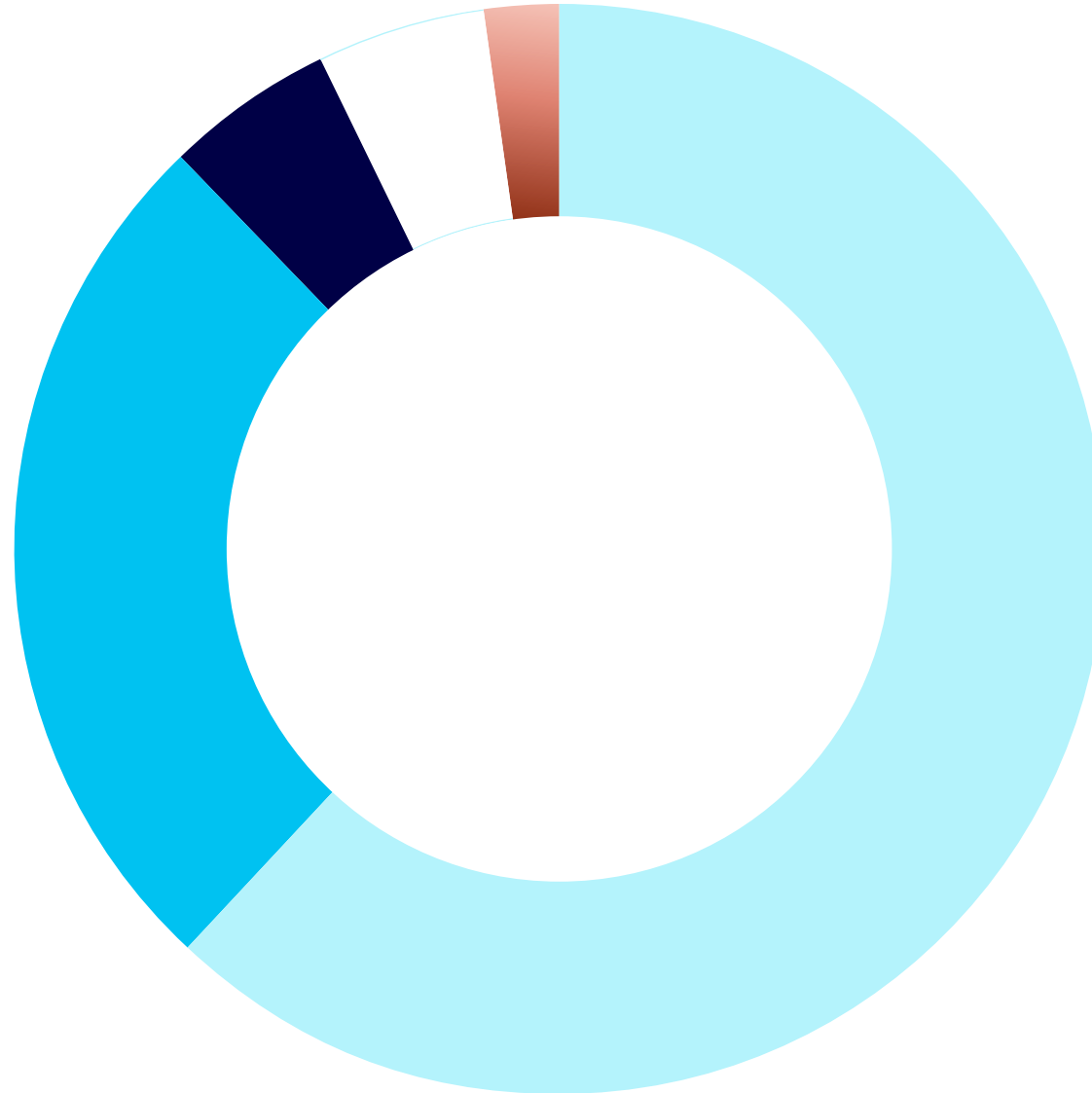


DEFAULT ✗

USING OUR COLOURS

This colour wheel demonstrates the intended proportions of our colour palette. It should be used as a starting point and adjusted where appropriate.

Our light blue should always be the most prominent colour, supported by a liberal use of mid blue, and an accent of copper.



LIGHT BLUE

Our core brand colour. This should be the first impression of any touchpoint.

MID BLUE

This should support light blue on all touchpoints. It can be represented by our bottle.

NAVY

An accent colour. Generally used for text, logos and other details. It can also appear where there's a risk of areas getting dirty.

WHITE

An accent colour. Generally used for text, logos and other details. It mainly appears in print where there's a need for white space.

COPPER

An accent used as a foil in print or through physical objects. It provides a premium finish to touchpoints.