



**THE BLACKMONT GROUP**

## Brand User Guide

---

All elements are available for download at  
**[assetbrand.com/blackmont](https://assetbrand.com/blackmont)**

# Brand User Guide

---

There is nothing as important to a brand's design as **consistency**. The Blackmont Group logos and icons have been designed with great care for various kinds of usage.

For the sake of consistency **please be sure to read this guide very carefully before using any of the logos or icons in any design elements**, and follow it as closely as possible.

Please do not attempt to redraw or re-set the logo elements or icons. Instead please download all elements from **[assetbrand.com/blackmont](https://assetbrand.com/blackmont)** and be sure to keep all elements in their proper proportions.

All elements are available for download in either pixel (PNG) or vector (SVG) formats.

If you have any questions please contact Alan Jones at:

[alan@grouplands.com](mailto:alan@grouplands.com) | 253 590 8163

**Logo Variations** - The Blackmont Group has 5 main iterations for different usage. Choosing a logo variation depends on the context, the layout and space, and the desired outcome.

---



1



2



3



4



5

- 1 Main logo
- 2 Logo aligned left
- 3 Logo circle 1
- 4 Logo circle 2
- 5 Logo aligned left, single line

**Additional Logo Variations** - Apart from the 5 main iterations The Blackmont Group Logo, Icon, and Logotype may also be used in the following formats. These formats are all to be found as pixel and vector graphics for download at [assetbrand.com/blackmont](https://assetbrand.com/blackmont)

---



1



**BLACKMONT**

2



**BLACKMONT**



**BLACKMONT**

**THE BLACKMONT GROUP**

3

**BLACKMONT**

4



5



- 1 Icons Alone
- 2. Logo with "BLACKMONT" Centered
- 3 Full Logotype
- 4 "BLACKMONT" Alone Logotype
- 5 Logo with "BLACKMONT" Left

**Logo Variations** - The Blackmont Group logos and Icons may be used in any color, but should usually be used in black, or reversed out in white, or in the corporate blue, 90C 45M.

---



- 1 Main logo
- 2 Logo aligned left
- 3 Logo circle 1
- 4 Logo circle 2
- 5 Logo aligned left, single line

Logo Variations - The Blackmont Group logos and Icons may be used in any color. Please ensure there is enough contrast in the color choice.

✓ correct



THE BLACKMONT GROUP



THE BLACKMONT GROUP

✗ incorrect



THE BLACKMONT GROUP



THE BLACKMONT GROUP



THE BLACKMONT GROUP



THE  
BLACKMONT  
GROUP



THE BLACKMONT GROUP



THE BLACKMONT GROUP



THE  
BLACKMONT  
GROUP



THE BLACKMONT GROUP

Logo Font - The Logotype has been specifically kerned and typeset.  
Please do not use other font's for The Blackmont Group Logotype!  
Always use the artwork available at [assetbrand.com/blackmont](https://assetbrand.com/blackmont)

---

✓ correct

**THE BLACKMONT GROUP**

---

✗ incorrect

**THE BLACKMONT GROUP**

**THE BLACKMONT GROUP**

**THE BLACKMONT GROUP**

THE BLACKMONT GROUP

**Proportions** - Keep the logo and icons in the correct proportions, be sure not to stretch the logo either vertically or horizontally.

---

✓ correct



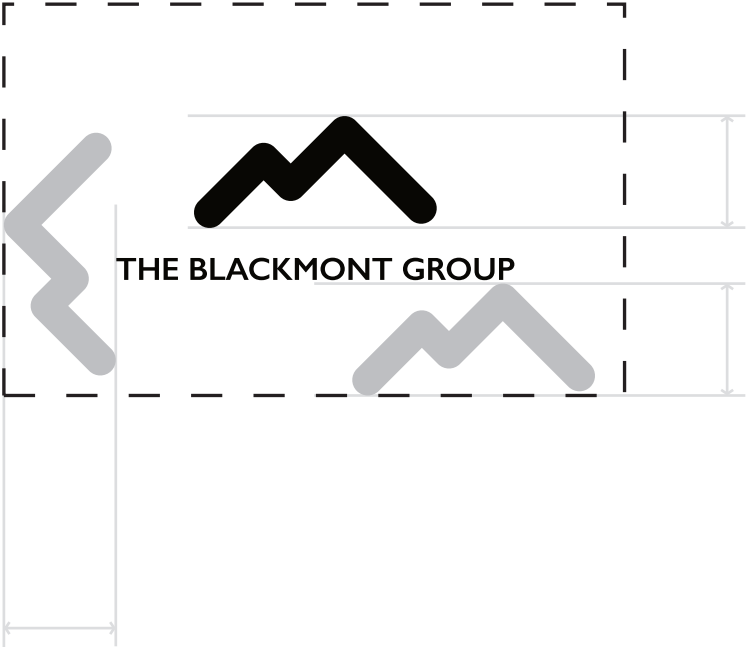
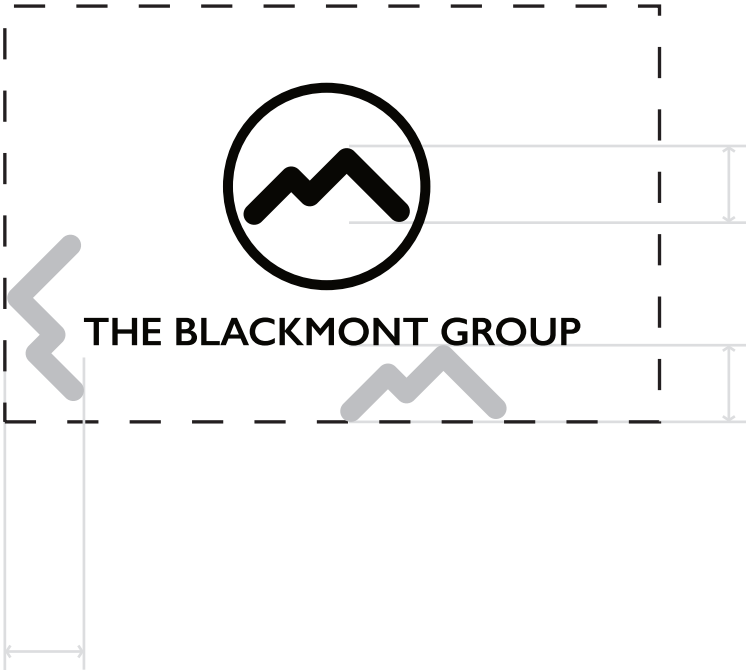
✗ incorrect





**Logo Isolation** - Keep a clear space around the logo in each of its variations.

The clear space around the logo ought not to be less than the height of the mountain icon.

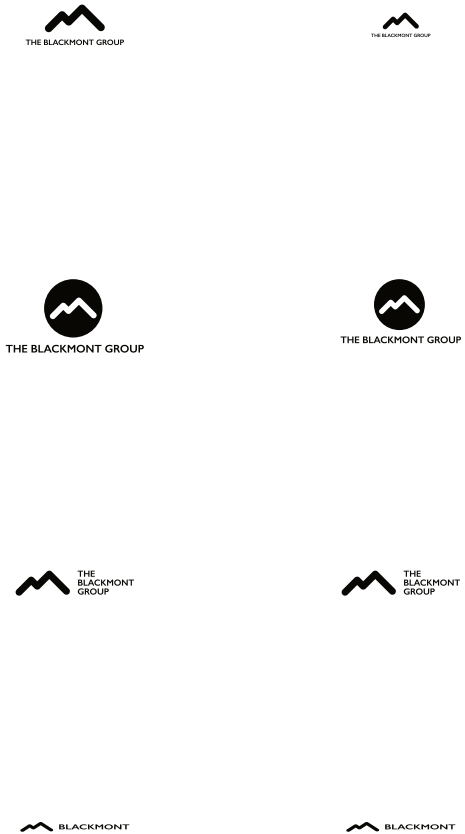
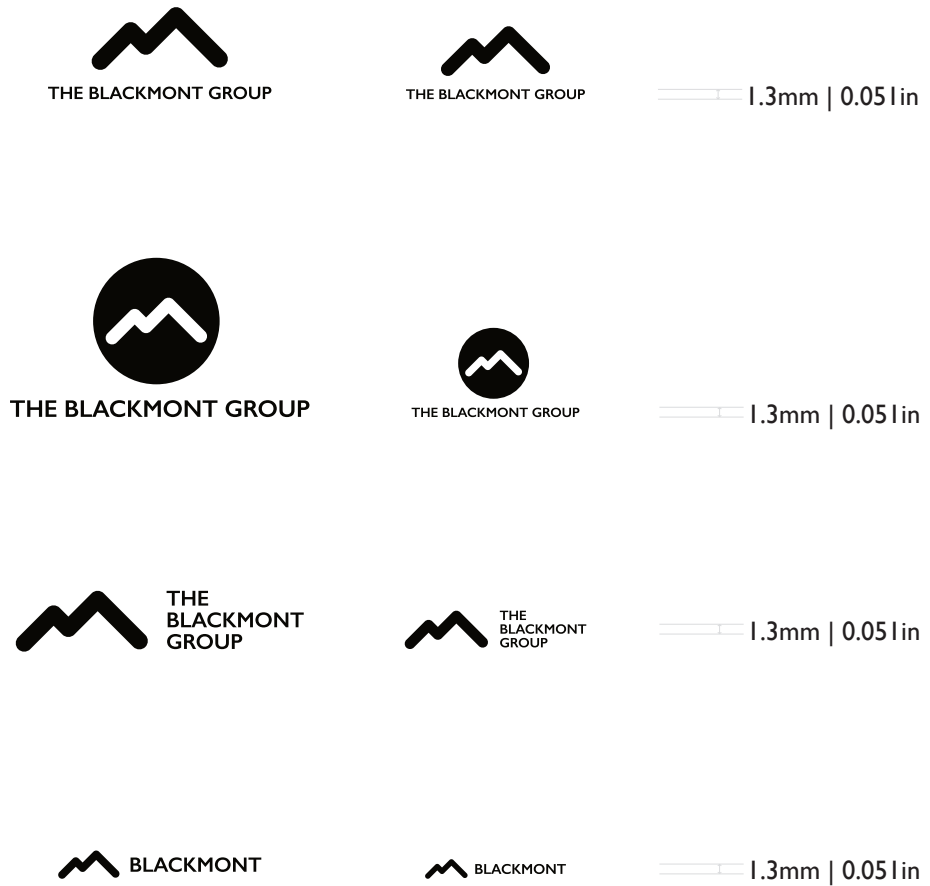


# Minimum Logo Size - Do not use The Blackmont Logo elements smaller than indicated.

The Logotype should be no smaller than 1.3mm (0.051 in) high.

✓ correct

✗ incorrect (too small)



**Colors** - The Blackmont Group logo and brand elements may be used in full color black or blue or reversed out in white. They may also be used in single color black, or spot blue Pantone Medium Blue C. They may be used occasionally in other colors as long as enough contrast is given.

Always use the artwork at [assetbrand.com/blackmont](https://assetbrand.com/blackmont)

---

### The Blackmont Group Corporate Color Pallet:



72C 68M 67Y 100K | #000000 | 0R 0G 0B | Pantone Black 6 C



100K | #000000 | 0R 0G 0B | Pantone Black 6 C



90C 45M | #007AC1 | 0R 122G 193B | Pantone Medium Blue C

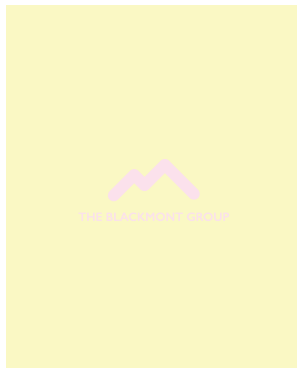


**Colors and Shading** - Avoid low contrast image backgrounds and clashing color backgrounds. Great care should be taken when selecting both color and images for the logo background.

✓ correct with adequate clear space around the logo.



✗ incorrect

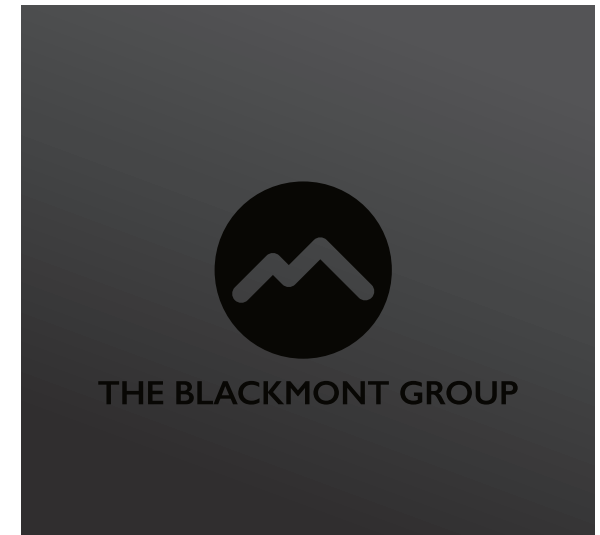


**Logo Backgrounds** - The Blackmont Group logos can be used on flat backgrounds, images, or gradients that do not clash with or drown the logo, and give adequate contrast. Low-contrast may only be employed when the mountain icon is used as a background element and not as a full logo (see next page).

✓ correct



✗ incorrect



**Brand Icon** - The Blackmont Brand mountain icon may be used independently from the logo type, and the logo may be used with or without the icon. The icon element may be rotated and/or cut as a background element, or as a low-contrast background.

---

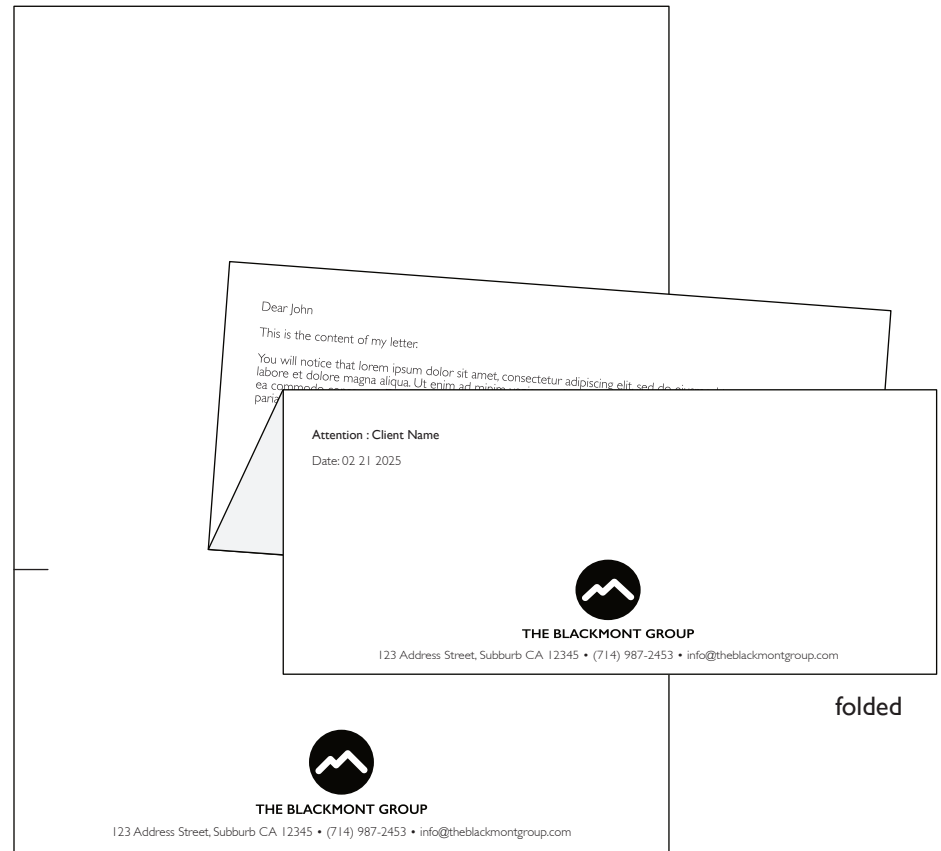


**Icon usage** - The mountain icon may be reversed in designs separate from the logo as a style element. Below are the stationery items; as an example the mountain icon is embossed in the business card and reversed on the back of the business card.

**Business Cards**  
embossed



**Letterhead**



**Fonts** - The Blackmont Group corporate font is **Gill Sans**.

The Blackmont Group logotype should never be re-set in any typeface. It has been carefully arranged as part of the logo. For the sake of brand consistency only use the artwork supplied at [assetbrand.com/blackmont](http://assetbrand.com/blackmont).

---

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 &!?

Gill Sans Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 &!?

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 &!?

**Gill Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**01234567890 &!?**



## The Blackmont Group

Always use the artwork at [assetbrand.com/blackmont](https://assetbrand.com/blackmont)

---

Designer: Alan Jones / [alan@grouplands.com](mailto:alan@grouplands.com) | 253 590 8163

[AlanJonesDesign.com](https://AlanJonesDesign.com)



**THE BLACKMONT GROUP**