

RUNWAY COLLECTION

FASHION FOOTAGE ARCHIVE

The Runway Show Collection is a fashion footage archive that contains hours of vintage and rare catwalk shows. The footage spans decades and has shows from the biggest names in fashion, with rarities that before now were thought lost.

The footage has been lovingly and painstakingly digitised and archived for future generations. The intention of this archive is as a resource for future generations of fashion students and film makers.

This document outlines how to use the Runway Collection branding. By branding, we are referring to the Runway Collection logo and visual identity.

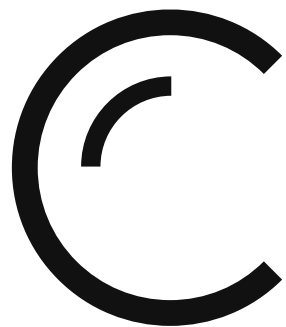
Wordmark

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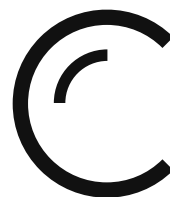
Brandmark

The mark is intended to be used with the logotype or as a stand-alone icon.



Lockup

Combining wordmark and brandmark.

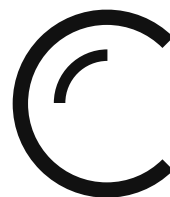


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Lockup & Group

Version with group logo for promotional and education use.



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Powered by YOOX NET-A-PORTER GROUP

Logo Colours

The logo can be used black on white or white on black or secondary palette colour.



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Clear Space

To protect the clarity and visual consistency of the Runway Collection logo, it has an exclusion zone. It must always appear legibly on a clear background.



Minimum Sizes

Size minimums are specified to ensure legibility in various media.
The size specifications shown below are appropriate for print and on-line.



Incorrect Usage



Changing the colour of the logo



Stretching the logo horizontally or vertically



Changing alignment or proportions of elements



Using a different font



Using low resolution versions

Primary Colour

The primary colour palette is black, white and grey.

BLACK
111111
RGB R17, G17, B17
CMYK C0, M0, Y0, K98

WHITE
FFFFFFFF
RGB R255, G255, B255
CMYK C0, M0, Y0, K0

DARK GREY
4C4C4C
RGB R76, G76, B76
CMYK C0, M0, Y0, K85

MID LIGHT GREY
C4C4C4
RGB R196, G196, B196
CMYK C0, M0, Y0, K31

MID DARK GREY
999999
RGB R153, G153, B153
CMYK C0, M0, Y0, K52

LIGHT GREY
E2E2E2
RGB R226, G226, B226
CMYK C0, M0, Y0, K16

Secondary Colours

The secondary colour ways are our take on RGB (Red, Green, Blue) the building blocks of all digital screen colours. Their intended usage is as accent colours in the grouped sets shown. To avoid colour clashes, colour groups should not be mixed together. The only time it is ok to mix the colour groups, is if multiple colours are required, such as in charts.

BURNT ORANGE

E84C2B

RGB R232, G76, B43

CMYK C1, M83, Y85, K0

PALE ORANGE

F1A782

RGB R241, G167, B130

CMYK C0, M28, Y26, K1

BURNT RED

AD2E17

RGB R173, G46, B23

CMYK C5, M94, Y88, K22

KHAKI GREEN

847A51

RGB R132, G122, B81

CMYK C20, M2, Y86, K50

GREY GREEN

999D8E

RGB R153, G157, B142

CMYK C22, M14, Y23, K38

DARK GREEN

4E513F

RGB R78, G81, B63

CMYK C35, M38, Y86, K77

MID BLUE

248DAC

RGB R36, G141, B172

CMYK C83, M1, Y0, K0

GREY BLUE

8E9B9A

RGB R142, G155, B154

CMYK C33, M18, Y13, K40

DARK NAVY

324654

RGB R50, G70, B84

CMYK C100, M60, Y10, K53

Typography

Chronicle Display and Avenir LT Com are our fonts.

AVENIR

Avenir LT Com *Light* is our default font. It's used for body text and sub headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,!?@£\$¥&-

Chronicle Display

Chronicle Display *Roman* is used for titles, subtitles and quotes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,!?@£\$¥&-

Arial

Arial is used for email and email signatures.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,!?@£\$¥&-
