Resene style sheet

The Resene font

The typeface used for the Resene Paints Limited is **Frutiger Condensed (**a Linotype™ font) with further condensing and styling that helps give Frutiger the Resene corporate look.

The official Frutiger fonts are as follows:

Frutiger 57Cn

Frutiger 67BoldCn

Frutiger 77BlackCn

Frutiger 87ExtraBlackCn

Resene font-styling properties

Extra condensing: Further to using Frutiger Condensed, Resene font styling requires an **extra condensing to 97%.**

This is Frutiger 47 Condensed	✘	100% normal
This is Frutiger 47 Condensed	✔	97% additional
This is Frutiger 57 Condensed	✘	100% normal
This is Frutiger 57 Condensed	✔	97% additional
This is Frutiger Bold Condensed	✘	100% normal
This is Frutiger Bold Condensed	✔	97% additional

Paragraph styling: **Justify all body copy**

Alignment editing: Use left-aligned justified paragraphs

(The **left-aligned justified paragraph** has the last line of each paragraph sentence with space on the right end (called a Widow) as opposed to a full-width sentence to the righthand edge). **This is left-aligned justification.**

(The **fully-justified paragraph** has the last line in the paragraph extended to the full paragraph width, meaning it has forced letterspacing to the righthand edge). **This is set to a fully-justified paragraph.**

Heading styling: Lettercase (Caps and lowercase)

Whites and neutrals colour chart	✔	correct for headers
Resene Moss & Mould Killer	✔	correct for product names

Using Frutiger and highlighted text in James Paul

The use of the Frutiger font is specified for main text use in all external Resene print and promotional material where text is to be set.

Using highlighted text in James Paul

The use of the font James Paul is limited to highlighting a special message to bring more attention to it.

New! New!	✔	100% normal, reduced letterspacing, increased in point size by comparison to achieve a similar font height to Frutiger
Come in and see us today! Come in and see us today!	✔	100% normal, reduced letterspacing, increased in point size by comparison to achieve a similar font height to Frutiger

Further layout considerations

Font styling alone does not give text and layouts a Resene 'look', careful use of layout and colour also play a part. To this effect, the use of black backgrounds aid and contribute to the look of Resene material.

If using a black background in full colour, please add 40% Cyan to 100% Black to achieve a full and deep black (also known as 'Rich Black').

Consider also using a **bolder body font** for readability.

The Resene Logo

The Resene logo and by-line are used as uneditable graphics and therefore are not be be re-set or formatted as text type. Downloadable logo files for Mac and PC suitable for print material or display work are available on the Resene website along with a standards guide.

For downloadable logos and guideline, visit **www.resene.com/logos**

Resene

the paint the professionals use