FOUNTAINBRIDGE

BUILDING

BRAND

Colour and type.

Taken from the website. One typeface, a small set of stone colours, and no second voice.

COLOURS

Paper
#F3EEE6
Page ground

Cream
#F7F3EC
Lighter project band

Paper 2
#E7DFD2
Warmer band, contact ground

Ink
#1A1612
Text

Muted
#6B635B
Secondary text

Line
#D4CBBD
Rules and borders

Fountainbridge

Building

IRON · CREAM TYPE · SAND ACCENT

TYPE

Bringing new life to stone

It took millions of years to form the sandstones of Scotland’s built heritage and less than a century to hide them. Body copy is PT Serif regular, 16px on the site, with a line height of 120 percent.

MENU, BUTTONS, LABELS

ABOUT PROJECTS SERVICES CONTACT

Face	PT Serif only. Do not add a sans or a second serif.
Headings	Regular, not bold. Line height 104%. Tracking −0.03em.
Body	Regular. Line height 120%. Colour ink on paper.
Labels	Uppercase. Tracking 0.16em. Oxide for eyebrows, muted for nav.
Buttons	Iron ground, cream type, uppercase, the same tracking.
Italic	Available, used sparingly. Not for headings.
Bold	700 exists in the family. The site does not use it for titles.
Fallback	Georgia, then Times New Roman, if PT Serif cannot load.

MARK

Three fans. Outer marks #BFBAAD. Centre mark #665938.
Wordmark is the same PT Serif, uppercase, tracked, never a different face.
On iron, the second line “Building” is sand. On paper it is muted.