THE HORSESHOE

Great Pub · Great Food

BRAND GUIDELINES.

The logo, colour, type, photography and website rules for The Horseshoe. One reference, so whoever designs, writes, posts or builds for the pub does it the same way.

OCTOBER 2026 · VERSION 1.1, WITH THE PUB'S OWN LOGO · PROPOSAL FOR APPROVAL



The gable end, after dark, with the line the logo carries: Great Pub · Great Food.

01 · WHO IT IS FOR

A VILLAGE PUB, FOR THE WHOLE VILLAGE.

Three kinds of visitor come to the website, and each wants one thing quickly. The brand shows each of them the way in, on a phone, in a few seconds.

COMING IN TONIGHT

Locals, families, walkers with a dog. They want the hours, the kitchen's hours, the menus, and to know the dog is welcome.

PLANNING A DO

A christening, a birthday, a wedding, a wake. They want to see the buffets, know it can fit the budget, and get in touch.

KEEPING UP

The village and the regulars. They want this month's dates: the quiz, killer skittles, live music, the golf society.

HOW IT SOUNDS

KATIE AND ALEX, AND BRIXTON

Write as "we", the way the pub's own words already do, and say who "we" is. Brixton gets a mention, not a column.

SAY THE TIME, NOT "SOON"

"Kitchen 12pm to 10pm, Wednesday to Saturday" beats "food served daily". Every night out has a day and a date.

WARM, NOT GUSHING

Short sentences and everyday words. One exclamation mark a page at most, where you would say it out loud across the bar.

THE LINE, FROM THE LOGO AND THE GABLE

Great Pub · Great Food

Under the logo, on signs and the share image.

FOR THE FOOD, FROM THE PUB'S OWN WORDS

Good food, made with love.

The Food page, menus and food posts.

FACTS

Hours, prices and dates come from Katie and Alex and are checked before they go up. Kind words appear as the guest wrote them, like the wedding couple's. UK English throughout.

02 · LOGO

THE PUB'S OWN LOGO, IN WHITE. THE SHOE, FOR LUCK.

The logo is the pub's own: the name between two rules, with Great Pub · Great Food beneath. It is redrawn clean, in Whitewash on Night, without the drop shadow. The horseshoe from the pub's own badge, points up so the luck stays in, is its symbol, for wherever the name will not fit.

PRIMARY

THE HORSESHOE
Great Pub · Great Food

Signs, menus, print, the footer, the share image. At least 160px wide on screen, 40mm in print.

SHORT

THE HORSESHOE

The website header, and anywhere under 160px wide, where the line is too small to read.

ON WHITEWASH

THE HORSESHOE
Great Pub · Great Food

Night letters on Whitewash or white paper. The only other colour the logo takes.

SYMBOL



Simpler when small: no inset line under 120px tall, no nail holes under 48px. Favicon, social picture, stamps.

SPACE AND COLOUR

Clear space all round: the height of the capitals. Whitewash on Night, or Night on Whitewash and white paper. The shoe is Copper; in one-colour print it takes the letters' colour.

> The name is redrawn letter by letter from the pub's own artwork, and the shoe from its badge, so neither depends on a font. The line is Noto Serif Italic.

NEVER



Add the shadow back



Turn the shoe over: the luck runs out



Stretch or squash



Retype the name



Letters in Copper



Straight onto a busy photo

03 · COLOUR

EVERY COLOUR IS ALREADY ON THE BUILDING.

Night is the paint on the window frames and the fixed letters. Whitewash is the render, Copper the taps, Sage and Slate the dining room, Stone the porch. Three more are made from them, so words read on every ground.



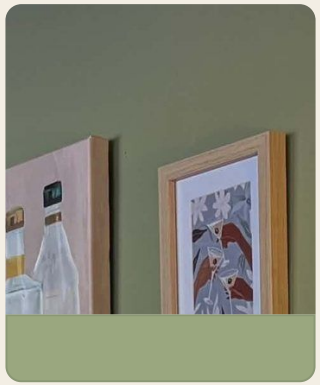
NIGHT
#1E2733
The window frames and the fixed letters on the front



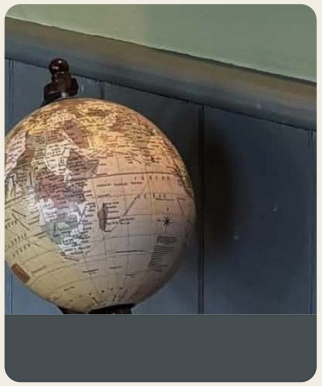
WHITEWASH
#F3EEE4
The render on the front



COPPER
#D08245
The bar taps



SAGE
#9AA77F
The dining room walls



SLATE
#474E51
The dining room panelling



STONE
#D6B57F
The porch

MADE FROM THEM

NIGHT 2 #283342
A step up from Night. Cards and panels on Night. Never text

PEWTER #BDBDBA
Whitewash, softened. Quieter words on Night: captions, times

DEEP COPPER #97521D
Copper, deepened to read on Whitewash. Links and labels on Whitewash

WORDS ON NIGHT · MEASURED

Aa	Whitewash	13.0:1	AAA
Aa	Pewter	8.0:1	AAA
Aa	Stone	7.7:1	AAA
Aa	Sage	5.9:1	AA
Aa	Copper	5.0:1	AA

ON WHITEWASH, AND NEVER

Aa	Night	13.0:1	AAA
Aa	Slate	7.3:1	AAA
Aa	Deep copper	5.1:1	AA
Aa	Copper on Whitewash	2.6:1	FAIL
Aa	White on Copper	3.0:1	FAIL
Aa	Sage on Whitewash	2.2:1	FAIL

04 · COLOUR IN USE

MOSTLY NIGHT. COPPER FOR THE THING TO PRESS.

The website is dark, like the pub after six. Whitewash carries the words, Copper marks what to tap, and a Whitewash section breaks up a long page.

ROUGHLY HOW MUCH OF EACH, ON ANY PAGE



COPPER IS FOR DOING

Buttons, the shoe, small labels like WHAT'S ON. Never a whole section's background, and never words on Whitewash, where it measures 2.6:1. If everything is copper, nothing is.

SAGE AND STONE TAG THE NIGHTS

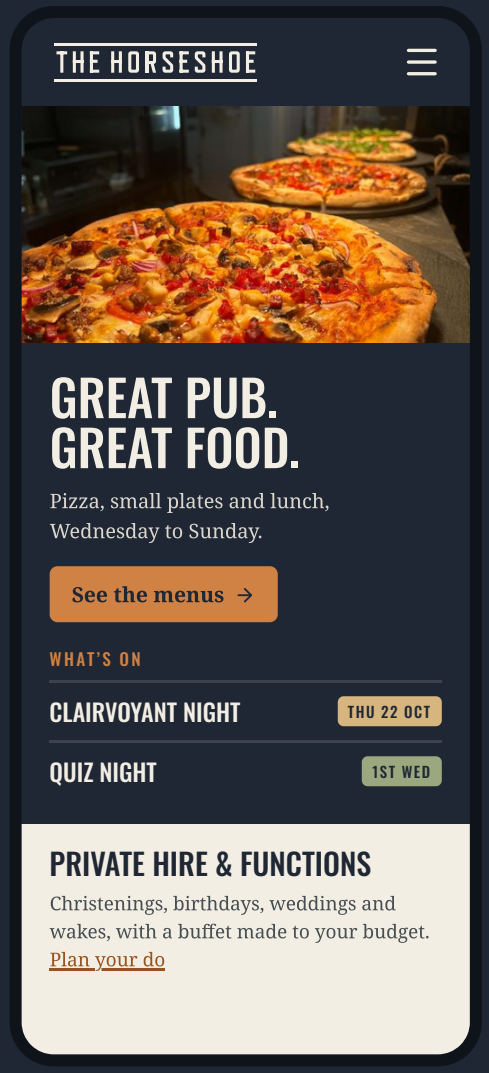
Sage for the regulars, Stone for the one-offs, always with Night words on them.

QUIZ · 1ST WEDNESDAY | KILLER SKITTLES · 1ST FRIDAY | HALLOWEEN KARAOKE · SAT 31 OCT

WHITEWASH FOR A CHANGE OF PACE

Private hire, the wedding couple's words, how to find us. Night for words, Slate for the quieter ones, Deep copper for links.

> Reserved: `#F2907F` on Night and `#B42318` on Whitewash, for form errors only, always with words and an icon.



The home page on a phone, in proportion.

05 · TYPOGRAPHY

PAINTED CAPITALS ON TOP. A BOOK SERIF UNDERNEATH.

The same two kinds of letter as the pub’s signs. Oswald for names, headings and labels, always in capitals; Noto Serif for everything that is read. Both are free from Google Fonts.

HEADINGS · OSWALD MEDIUM 500

WHAT’S ON AT THE HORSESHOE

LABELS · 0.14EM APART

EVERYTHING ELSE · NOTO SERIF 400, 700 AND ITALIC

We’re proud to be a dog-friendly pub, welcoming muddy paws, wagging tails and their humans. We just ask our four-legged friends are kept on leads.

Bold for emphasis. Italic only for *Great Pub · Great Food.*

ROLE	FACE	SIZE, DESKTOP / PHONE	CASE	LEADING	WORDPRESS SIZE
Hero heading	Oswald 500	72 / 44px	Capitals	1.0	`xx-large`
Section heading	Oswald 500	44 / 32px	Capitals	1.05	`x-large`
Card title, event name	Oswald 500	24 / 21px	Capitals, 0.02em	1.15	`large`
Label	Oswald 500	14 / 13px	Capitals, 0.14em	1.3	
Body	Noto Serif 400, 700	18 / 17px	Sentence	1.6	`medium`
Small print, captions	Noto Serif 400	15px	Sentence	1.5	`small`
Button	Noto Serif 700	17px	Sentence	1.2	
The logo’s name	Drawn, not typed	In the logo files only	Capitals		

RULES

Oswald for a line or two, in capitals, never a paragraph. Noto Serif in sentence case for everything else, buttons included. Body never under 17px on a phone.

TIMES AND MONEY

Written in Noto Serif in a sentence: 12pm to 10pm, £25 a year. Times as the pub writes them, 5pm and 12pm, with no dots or noughts.

WORD, CANVA, PRINT

Install both from Google Fonts. Where they cannot be, Arial Narrow and Georgia. The website hosts its own copies, so no visitor’s details go to Google.

06 · PHOTOGRAPHY & ICONS

WARM LIGHT, REAL PLATES, BRIXTON.

The pub already has the photographs that sell it. Shoot what is there, in the light that is there, and keep it the way it came out of the phone, only straighter. Every photograph here is the pub's own.








HOW TO SHOOT

Food on its slate or board, from just above the table, by a window or under the pass lights. Rooms with the fire or the candles lit. The garden in the evening. Brixton whenever he sits still.

HOW TO EDIT

Straighten, crop, lift the shadows a little. No filters, no coloured washes, no stock photographs, nothing made by AI. A photograph on this site is a promise about the pub.

FACES

Katie, Alex and Brixton, freely. Customers only with their agreement, asked at the time and noted. Children only with a parent's yes.

STILL TO SHOOT

Each menu, dish by dish. The bar from the door, fire lit. The skittles table. A room set for a party. Katie and Alex behind the bar, together.

Lucide icons (free, ISC licence), as supplied: 2px line, rounded ends, in Whitewash on Night or Night on Whitewash. Copper is kept for the shoe. No emoji.

07 · WEBSITE PARTS

BIG, PLAIN AND EASY TO TAP.

Square-cornered like a sign board, generous like a pub table. Most visitors are on a phone, outside, deciding where to go.

BUTTONS AND LINKS

See the menus →

Plan a party

Hover

Focused

Find us

Primary	Copper, Night words, 6px corners, 48px high
Secondary	2px Whitewash line, Whitewash words
Links	Whitewash, a Copper underline; Deep copper on Whitewash
Hover	Copper a step lighter, #E09A62; links lose the underline
Focus	3px Whitewash ring, 3px gap, on every control

OPENING HOURS

	PUB	KITCHEN
Monday	Closed	Closed
Tuesday	5pm to 11pm	Closed
Wednesday	12pm to 11pm	12pm to 10pm
Thursday TODAY	12pm to 11pm	12pm to 10pm
Friday	12pm to 11pm	12pm to 10pm
Saturday	12pm to 11pm	12pm to 10pm
Sunday	12pm to 9pm	12pm to 7pm

Today picked out. Edited once, shown on every page that needs it.

WHAT'S ON

THU 22 OCT — CLAIRVOYANT NIGHT — ONE-OFF

SAT 31 OCT — HALLOWEEN KARAOKE — ONE-OFF

WED 4 NOV — QUIZ NIGHT — FIRST WEDNESDAY

Times and details as the pub gives them. A night drops off the list when it has passed.

FIELDS

Number of guests

Label above, never inside. 17px or larger, so phones do not zoom.

SHAPE

Buttons and fields 6px corners, cards 10px, photographs 12px. Depth from Night 2 and a 1px line, never a shadow.

TARGETS

Nothing tappable under 44 by 44px. The phone number taps to call, the address opens a map.

MOTION

Quick and quiet, under 200ms. None at all when a visitor has asked their device for less motion.

08 · IN WORDPRESS

THE BRAND, BUILT INTO THE EDITOR.

The new site is built from WordPress blocks. These rules go into the theme itself, so whoever edits a page can only pick the pub's colours, the two faces and the set sizes. Nothing to remember, and nothing to drift.

THE COLOUR PICKER, EXACTLY

Night	night	Deep copper	copper-deep
Night 2	night-2	Sage	sage
Whitewash	whitewash	Stone	stone
Pewter	pewter	Slate	slate
Copper	copper		

The names in the editor are the names in this document, so "Copper" on a page is the Copper on page 04.

```
"color": {
  "custom": false,
  "palette": [
    { "slug": "copper",
      "name": "Copper",
      "color": "#D08245" }, ...
```

SWITCHED OFF, SO IT CANNOT DRIFT

- ✓ Custom colours and gradients
- ✓ Custom font sizes, and any other font
- ✓ Duotone filters on photographs
- ✓ Drop caps

TYPE AND SPACING

Fonts	`oswald` · `noto-serif`, hosted by the site
Sizes	small, medium, large, x-large, xx-large; fluid from phone to desktop
Spacing	One scale of seven steps, 8px to 96px

READY-MADE BLOCKS

Opening hours	Pub and kitchen, today picked out
What's on	Each night with its date; past ones hide
Menu	Dish, description and price, as printed
Function enquiry	Date, guests, the kind of do, the budget
Golf society	Membership, the day, how to join
Find us	Address, map link, phone that taps to call
Kind words	A quote in the guest's own words

Hours and events are typed once and shown wherever they appear, so the footer and the Find us page cannot disagree.

09 · SOCIAL

ONE NAME, ONE SHOE, THREE POSTS.

Facebook and Instagram are where the village finds out what is on. Three templates cover most weeks.

PROFILES

The shoe on Night, centred with room around it, because every platform cuts the picture to a circle. The cover photo is the gable or the garden.

Name	The Horseshoe, Lavendon, on every platform
Facebook	TO CONFIRM
Instagram	TO CONFIRM

SIZES

Posts	1080 × 1350, portrait
Share image	1200 × 630, shown when the site is linked
Profile	720 × 720, the shoe

TEMPLATES · THE WORDS CHANGE EACH TIME

THE HORSESHOE · OCTOBER

WHAT'S ON

CLAIRVOYANT NIGHT	Thu 22 Oct
HALLOWEEN KARAOKE	Sat 31 Oct
QUIZ NIGHT	1st Wednesday
KILLER SKITTLES	1st Friday



GOOD FOOD, MADE WITH LOVE

Kitchen 12pm to 10pm, Wednesday to Saturday

PRIVATE HIRE

PLANNING A DO?

Christenings, birthdays, weddings and wakes. A buffet made to your budget.

01234 961 766

Each takes an Oswald heading, plain details in Noto Serif, and the shoe bottom right. Keep the layout and change only the words, and every week's posts look like the same pub.

10 · NAME, DETAILS & LISTINGS

WRITTEN THE SAME WAY, EVERYWHERE.

Google compares the name, address and phone on the website, the Business Profile and every listing, and so do people. When they match to the letter, the pub is easier to find and easier to trust.

THE RECORD

Name	**The Horseshoe**; in full, The Horseshoe, Lavendon. Never Horseshoe Pub & Restaurant, or The Horse Shoe
Address	26 High Street, Lavendon, Olney MK46 4HA TO CONFIRM
Phone	01234 961 766
Email	TheHorseshoeLavendon@hotmail.com
Run by	Katie and Alex, with Brixton
Dogs	Welcome, on leads

From the pub's own words and Katie's note. The house number and Olney come from CAMRA and Royal Mail's postal town.

OPENING HOURS

	PUB	KITCHEN
Monday	Closed	Closed
Tuesday	5pm to 11pm	Closed
Wednesday	12pm to 11pm	12pm to 10pm
Thursday	12pm to 11pm	12pm to 10pm
Friday	12pm to 11pm	12pm to 10pm
Saturday	12pm to 11pm	12pm to 10pm
Sunday	12pm to 9pm	12pm to 7pm

CAMRA has Sunday to 10pm; the note says 9pm.
TO CONFIRM

LISTINGS TO BRING INTO LINE

Google	The Business Profile: check every line
CAMRA	Name, phone 01234 231646, Sunday
OpenTable	Check by hand
Facebook	Hours and phone

FORMATS

Dates	Thursday 22 October
Times	12pm, 5pm to 11pm
Money	£25, £50 to £60
Phone	01234 961 766
Spelling	UK: favourite, organise

11 · APPLICATION

THE SHORT VERSION.

If only one page of this document survives, make it this one.

DO

- ✓ Use the logo from the supplied files, level, in Whitewash on Night or Night on Whitewash.
- ✓ Use the shoe, points up, wherever the name will not fit.
- ✓ Keep Copper for buttons, labels and the shoe.
- ✓ Set names and headings in Oswald capitals, and everything else in Noto Serif.
- ✓ Give every night a day and a date, and every day both the pub's and the kitchen's hours.
- ✓ Show real food, the rooms and Brixton, as they are.
- ✓ Write the name, address and phone exactly as on page 11.

DON'T

- ✗ Add a shadow, stretch the logo or retype the name.
- ✗ Turn the shoe points down.
- ✗ Put Copper or Sage words on Whitewash, or white words on Copper.
- ✗ Add a third typeface, or set a paragraph in capitals.
- ✗ Use filters, coloured washes or stock photographs.
- ✗ Show a customer's face without their agreement.
- ✗ Use "Horseshoe Pub & Restaurant" or 01234 231646.



Prepared for The Horseshoe, Lavendon by Adam Roe · adamroe.co.uk