



CULTUREFEST
Brand Guidelines

HOW TO USE THE LOGO



It is always preferable that the logo is used on the grey background



However, there are versions to use on a black or white background, if absolutely necessary.



MINIMUM SIZE

The logo is designed to be used as large as possible to show all the detail. If there are space issues, please follow the advice below.

Print



Digital



LOGO DO'S AND DONT'S



Never separate or delete the elements



Never stretch or distort



Never re-colour the logo



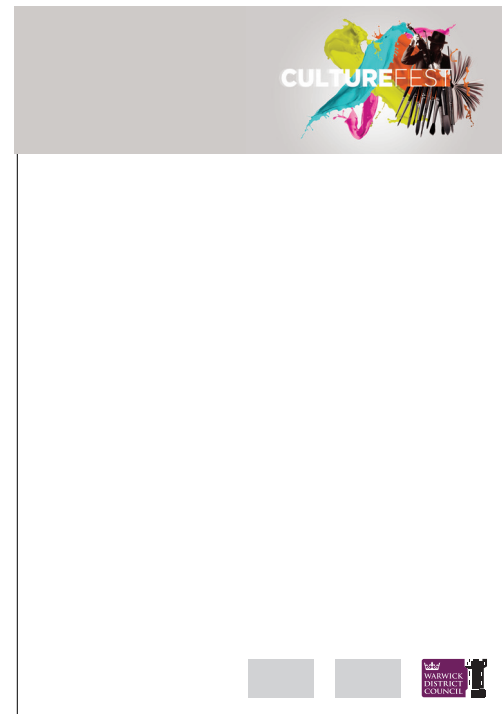
Never use logo on a busy or confusing background

EXCLUSION ZONE



Keep a clear space around the logo based on the measurement 'x' (text height). This is also the closest the logo can be placed to the edge of the page.

PLACEMENT OF SUPPORTING LOGOS



Supporting logos should be placed away from the grey background, observing the exclusion zone



COLOUR PALETTE



Background Grey
C10 M10 Y10 K10



Lime
C21 M5 Y100 K0



Blue
C21 M5 Y100 K0



Pink
C19 M100 Y13 K2



Orange
C3 M75 Y97 K0



Chocolate
C66 M71 Y67 K85

FONTS

Gotham black for main headings
and Gotham light for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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