Swanage Carnival Brand Guidelines

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Logo

Red logo

Our Swanage Carnival red logo is mostly used on lighter backgrounds and shoudl be the first and primary option for logo usage.

White logo

Our Swanage Carnival white logo is typically used on red, coloured backgrounds or over imagery. Ensure there is always enough contrats with imagery backgrounds.

Mono logo

Our mono version of the logo is used for only for sitiations where colour is not available and a logo is on a lighter background.

Do's

Use logo with clear space around it. We recommend the space being at least a quarter of the width/height of the logo.

The logo must provide a clear contrast to the background.

Don'ts

The logo must not be skewed, rotated or warped in any way that changes the appearance of the logo.
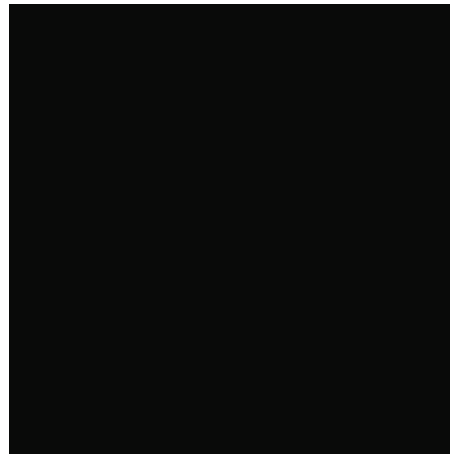
The logo must not be recoloured other than options above.

Colour

Red

CMYK	0,99,100,0
Pantone	Bright Red C
RGB	254,0,0
HEX	fe0000

Dark

CMYK	74,68,66,86
Pantone	Black 6 C
RGB	9,9,9
HEX	090909

Typography

Headers

The south coast's premier carnival event for the whole family to enjoy

Soleil / Bold

Body

8 days of fun-filled events and entertainment for all ages, including; air displays, live music, sporting events, games, competitions, treasure hunts, three magnificent firework displays and our famous Carnival procession.

Soleil / Book

Soleil Font

https://fonts.adobe.com/fonts/soleil