IMPORTANT
THESE GUIDELINES
MUST BE USED

LEICESTER COMEDY FESTIVAL

Logo Guidelines

November 2021

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The new guidelines

This booklet sets out guidelines for using the Leicester Comedy Festival brand.

The guidelines contained in this booklet replace all other brand guidelines that have been produced. Any brand guidelines, other than those contained in this booklet, are now obsolete and should be ignored.

If you have any questions about how the new brand guidelines should be used please contact Gary Love (details right) in the first instance.

Gary Love
gary@reachmarketing.co.uk
0116 233 5565

Important Use Notice

It is important that the Leicester Comedy Festival logo is used correctly. When you use the logo for the first time please send a pdf or jpeg proof to Charlotte Laidet (details right) before printing or putting on line.

Charlotte Laidet
Senior Producer
charlotte@bigdifferencecompany.co.uk
0116 261 6812

The Logo

Leicester Comedy Festival logo must always be used in its entirety. The brand should, wherever possible, be produced in full colour.

The elements of the brandshould never be used separately.

Filename: LCF_blkmagenta.eps

A black and grey version of the logo has been created for use when colour reproduction is not possible.

Filename: LCF_greyscale.eps

Single colour versions of the logo in black and white have also been created for processes where tints are difficult to achieve.

Filename: LCF_mono black.eps

The Logo - exclusion area & minimum size

The exclusion zone is the clear area around the brand in which no other text should appear.
This helps to ensure clarity and improve the impact of the brand.
The logo should NEVER be tilted.

The exclusion zone (B) is proportional and is twice the border width (A).

To ensure visibility and legibility, the logo should never be used smaller than 20mm wide.

The Logo - colour options

The logo has been produced in a range of colour options. Any of these options can be used to suit your requirements.
Any or all colour options can be used together.

The colour palette

The colour palette for Leicester Comedy Festival branding is lively and vibrant.
These are the colours indicated on the previous page of logos:

Red

CMYK
C0 M90 Y90 K0

PANTONE COATED
7417C

PANTONE UNCOATED
7417U

RGB
R 239 G 65 B 48

Lime

CMYK
C35 M0 Y100 K0

PANTONE COATED
383

PANTONE UNCOATED
583

RGB
R 178 G 210 B 53

Magenta

CMYK
C0 M100 Y0 K0

PANTONE COATED
PROCESS MAGENTA

PANTONE UNCOATED
PROCESS MAGENTA

RGB
R 236 G 0 B 140

Cyan

CMYK
C100 M0 Y0 K0

PANTONE COATED
PROCESS CYAN

PANTONE UNCOATED
PROCESS CYAN

RGB
R 0 G 174 B 239

Orange

CMYK
C0 M64 Y100 K0

PANTONE COATED
158

PANTONE UNCOATED
144

RGB
R 244 G 123 B 32

Mustard

CMYK
C4 M35 Y100 K0

PANTONE COATED
130

PANTONE UNCOATED
7406

RGB
R 241 G 172 B 30

Green

CMYK
C75 M0 Y100 K0

PANTONE COATED
362

PANTONE UNCOATED
369

RGB
R 57 G 181 B 74

Purple

CMYK
C38 M68 Y5 K0

PANTONE COATED
681

PANTONE UNCOATED
680

RGB
R 165 G 106 B 165

Logo fonts

There are two fonts used in Leicester Comedy Festival logo, combining the essence of both original brands.
These fonts are Clarendon and Akzidenz Grotesk Std.

Clarendon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ@£%&?
abcdefghijklmnopqrstuvwxyz1234567890

Clarendon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ@£%&?
abcdefghijklmnopqrstuvwxyz1234567890

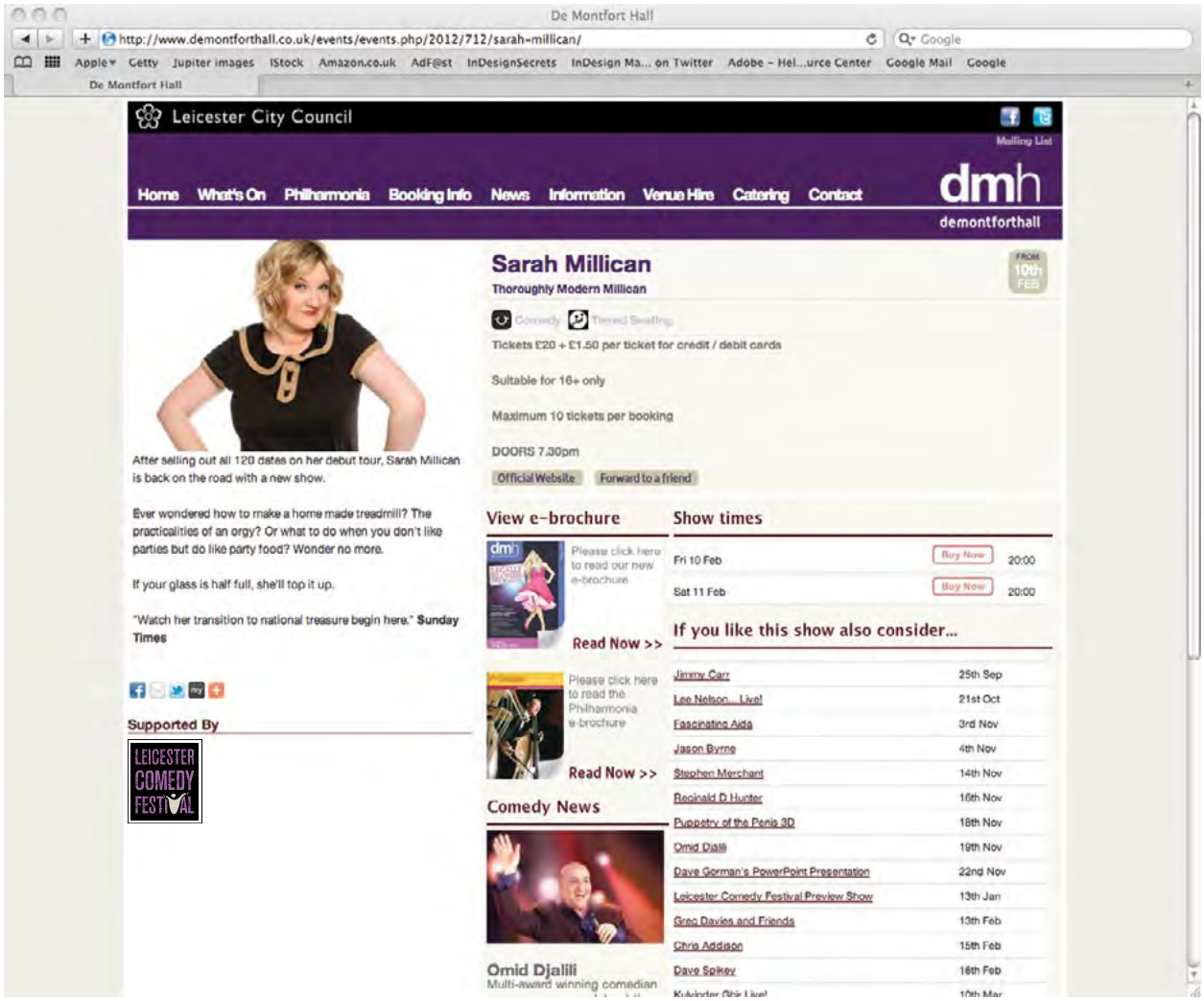
Akzidenz Grotesk Std Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ@£%&?
abcdefghijklmnopqrstuvwxyz1234567890

Akzidenz Grotesk Std Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ@£%&?
abcdefghijklmnopqrstuvwxyz1234567890

The logo in use

The logo in use

The logo in use



24727 reachmarketing.co.uk