

**IMPORTANT**  
**THESE GUIDELINES**  
**MUST BE USED**

**LEICESTER**  
**COMEDY**  
**FESTIVAL**



**Logo**  
**Guidelines**

**April 2016**



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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](mailto: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 Katherine West (details right) before printing or putting on line.

**Katherine West**  
**Partnership Manager**  
[katherine@bigdifferencecompany.co.uk](mailto:katherine@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 brand should 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

**Greg Davies and friends**

**A benefit in aid of The Stroke Association**

Featuring...  
**Greg Davies**  
**Rhod Gilbert**  
**Lloyd Langford**  
and special guests\*

**Friday 18th February**  
**Start 7.30pm (Doors 7.00pm)**  
**De Montfort Hall, Leicester**  
**Tickets: £20**  
**Tickets and information**  
**0116 233 3111**  
**[www.comedy-festival.co.uk](http://www.comedy-festival.co.uk)**

\*Please note the line-up may be subject to change.

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## The logo in use





