The UK Careers Fair

BRAND GUIDELINES

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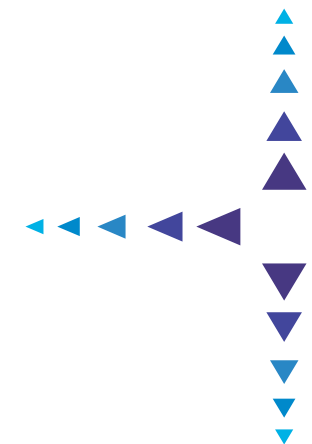
BRAND LOGO

Our standard logo is a symbol that defines us to the market. We must remian consistent to maintain the integrity of our identity. Having a strong brand is important and consistency is paramount to the success of any identity. Consistent use of the logo with supporting elements help in building brand quality and character.

The UK Careers Fair

Primary Logo

Logomark

LOGO VARIATIONS

Our identity is much more than a logo. Use only the provided files of the logo. The logo cannot be drawn, redistributed or modified on each way.

The primary logo is best used for large displays such as website headers, brochures and signage.

DIMENSIONS

To scale the logo without losing quality, use the Vector (.ai) files. The logo can only be scaled proportionally. See the .ai files provided for the correct ratio and dimensions. The minimum size of the logo should be no less than indicated below.
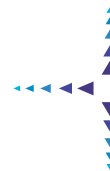
The UK Careers Fair

70mm | A2

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45mm | A3

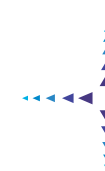**The UK Careers Fair**

30mm | A4/A5

Mindestmaß

20mm | 60px

App-Symbol / Favicon

32 x 32px

DIMENSIONS

It is important not to ruin the space around the Logo. If the logo stands out on its own, it will make sure the brand is easily identifiable. As it will be used in different sizes, we have a system designed that can be used in any measurement.

The distance between the height and width of the logo should correspond. This gives priority to the logo and ensures that it is is not obscured or diminished by other surrounding elements.

110.82 PX

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287.0756 PX

96.6717 PX

68.1405 PX
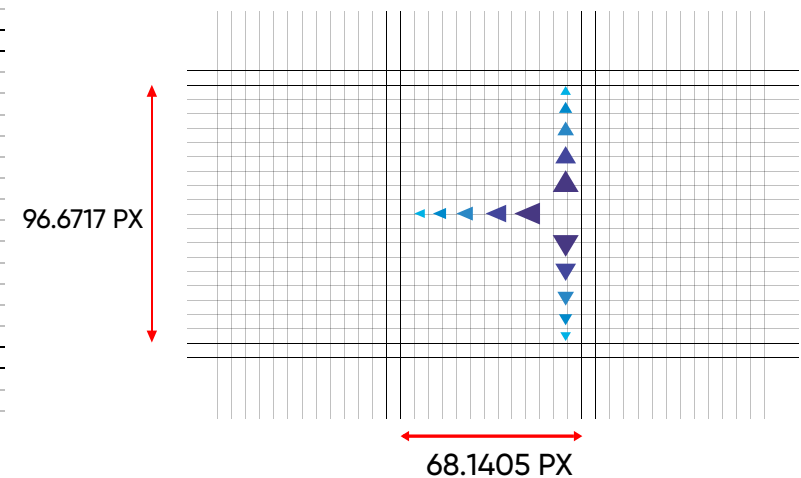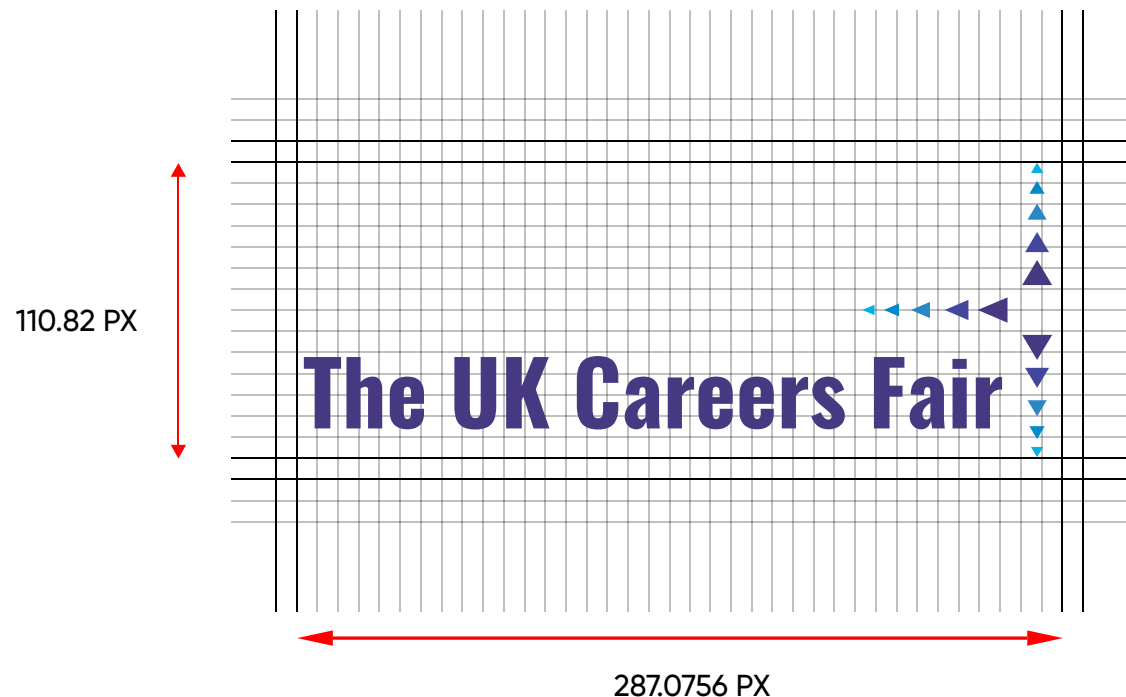
ACCEPTABLE USAGE

Use the logo on a plain background. The logo can either be light in color (White) depending on the background. The logo should always stay on it's own color. For all backgrounds, make sure that the logo contrasts well and is clearly visible. These rules apply to both solid-color backgrounds and images.

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Place the logo in the most free part of the page. If the page is too complex or cluttered, use a monochrome backing behind the logo to make it clearly visible.

IMPROPER USE

It is important that the appearance of the logo remains consistent. Here are examples of what goes into each case situation is unacceptable.

DO NOT DISTORT

DO NOT STRETCH

DO NOT ROTATE

DO NOT GIVE SHADOW

DO NOT BLUR

DO NOT USE BUSY BACKGROUND

COLOR PALETTE

Only use the approved brand colors, which are presented below. The colors are meant to portray the values and attributes of our brand identity. They are meant to evoke the trusted and friendly feeling of our brand.
Altering colours or changing color combinations is prohibited. Maintaining the consistent use of these colors will create recognition and strengthen our identity. The standard logo must always use the primary and supportive colours.
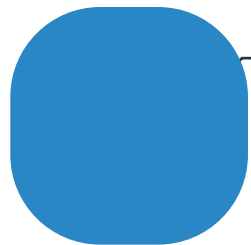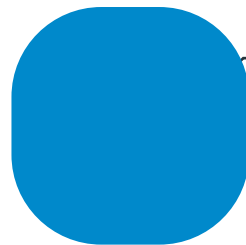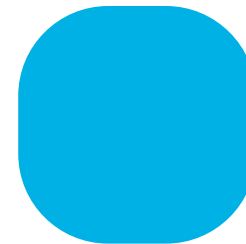
Primary
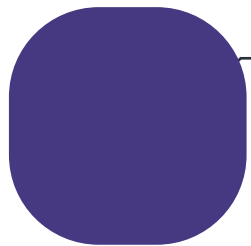
#473882
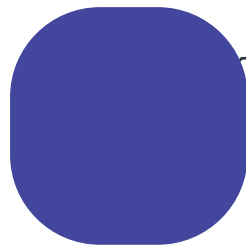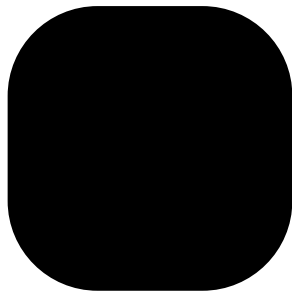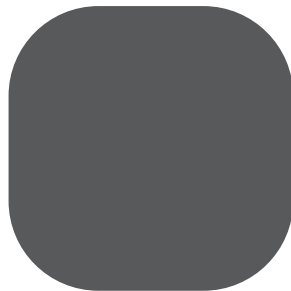
#42469C

#00B1E5

#2987C5

#0089CB

COLOR PALETTE

The following are the secondary colors. Consider their use for Highlight some parts of the text, for infographics, secondary backgrounds, color blocks, additional UI / UX Elements.
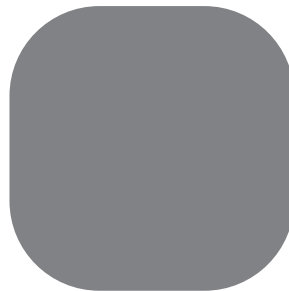
Secondary

#000000   #58595B   #808285   #D1D3D4

TYPOGRAPHY

Clear communication is an essential part of our brand. Used consistently, font and typefaces play a significant role in reinforcing the brand. Typography is an art and technique of arranging type to make written language legible, readable and appealing when displayed.

The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

Heading

Arial - Bold

LETTERS   abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FIGURES   1 2 3 4 5 6 7 8 9 0
CHARACTERS   !@#$^&()_+{}:"<>?

Aa

Body-Text

Arial - Regular

LETTERS   abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FIGURES   1 2 3 4 5 6 7 8 9 0
CHARACTERS   !@#$^&()_+{}:"<>?

Aa

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