

# Bristol together

## Toolkit development



# The logo mark variants



## Primary logos

Our primary logo is available in both solid and keyline formats and in a white and black options. This set provides good stand out, and flexibility for a wide range of applications.

At smaller sizes the white filled box will offer optimum legibility and will allow our logo to stand out over our core colourful backgrounds.

In video and at larger sizes, the keyline options offer a more refined solution.



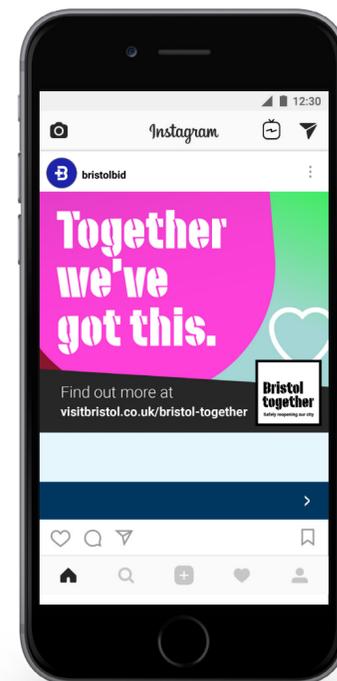
## Secondary logos

We continue the theme of freedom within our logo mark. Expanding on the stencil principle, we have created vibrant logo set, to be deployed in a variety of colour options. These secondary logo options are designed to inject colour, when we're unable to control the surrounding environment.

These options therefore should only be used in isolation.

# Logo placement

The logo can appear in different locations depending on the format of the application. Make sure it is clearly visible and legible and not obscured by the background elements.



# Colours



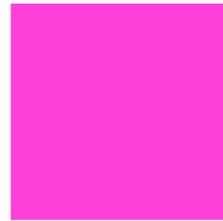
## Red

RGB: 230-39-63  
CMYK: 0-93-69-0  
Hex: e6273f



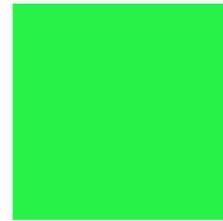
## Purple

RGB: 131-45-137  
CMYK: 60-93-0-0  
Hex: 832d89



## Pink

RGB: 254-64-216  
CMYK: 4-80-0-0  
Hex: fe40d8



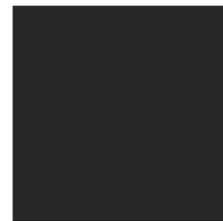
## Green

RGB: 39-242-71  
CMYK: 53-0-100-0  
Hex: 27f247



## Blue

RGB: 19-114-229  
CMYK: 83-55-0-0  
Hex: 1372e5



## Grey

RGB: 40-39-39  
CMYK: 70-63-58-74  
Hex: 282727



## Light green

RGB: 164-214-212  
CMYK: 40-0-20-0  
Hex: a4d6d4



## Dark Red

RGB: 135-22-45  
CMYK: 30-100-68-35  
Hex: 87162d

# Typography

The headline font is Stenciletta. For body copy use Roboto Regular and Bold for more emphasis. Both fonts are available at Adobe fonts.

## STENCILETTA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**abcdefghijklmnopqrstuvwxyz 1234567890**

## Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

## Roboto Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**abcdefghijklmnopqrstuvwxyz 1234567890**



# Social launch assets



# The logo mark in context – outdoor

