

BATH *at* CHRISTMAS

Bath at Christmas

Campaign Toolkit 2021

Logo

Clear space

To protect the logo from other elements a clear space has been designated. The height of the logos smaller 'H' is to be used. The logo is supplied as artwork and should not be edited.

Minimum size

To ensure good legibility of our logo, we have determined the minimum size at which it should be used. Please see the illustration.

Dos and don'ts

- Do not place the logo on a similar coloured background; it should stand out on the composition and have sufficient contrast compared to the background colour or image.
- Do not stretch, rotate, alter or move the logo in any way.
- Do not change the colours of the logo, only use the campaigns colours provided on the following page.
- Do not alter the fonts used on the logo.
- Do not place or contain the logo in any new shape.
- Do use the white logo on complex image backgrounds or dark background colours.
- Do use a coloured logo on white or less complex images or light background colours.



BATH
at CHRISTMAS

The logo is shown with a clear space around it. A small 'H' is positioned to the right of the word 'BATH' to indicate the height of the clear space.



BATH
at CHRISTMAS

The logo is shown with a clear space around it, enclosed in a dashed box. A small 'H' is positioned to the right of the word 'BATH' to indicate the height of the clear space.



BATH
at CHRISTMAS

The logo is shown with a vertical double-headed arrow to its right, indicating the minimum size.

Minimum size
12mm - print
35px - digital



BATH
at CHRISTMAS

The logo is shown on a white background, which is incorrect according to the guidelines.



BATH
at CHRISTMAS

The logo is shown inside a white oval, which is incorrect according to the guidelines.



BATH
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The logo is shown on a dark background, which is incorrect according to the guidelines.



BATH
at CHRISTMAS

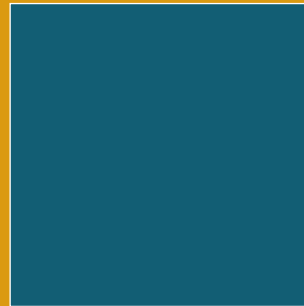
The logo is shown rotated 90 degrees, which is incorrect according to the guidelines.

Colour palette

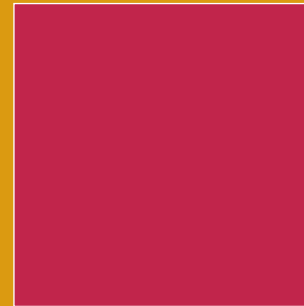
The following colours are included in the palette to bring a festive feel to the campaign and its individual elements. These are the only colours that should be used for the logo and individual assets.

Logo colours

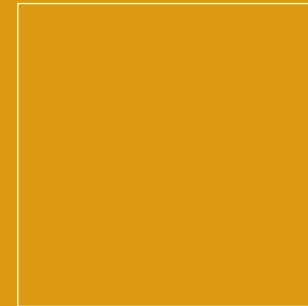
The logo has been created in a variety of options using the colour palette, along with black and white versions.



C 90 **M** 49 **Y** 36 **K** 23
R 11 **G** 92 **B** 117
HEX 0b5c75



C 24 **M** 100 **Y** 69 **K** 0
R 194 **G** 27 **B** 65
HEX c21b41



C 0 **M** 34 **Y** 100 **K** 14
R 223 **G** 161 **B** 1
HEX dfa101



Use the white logo on complex image backgrounds or dark background colours. Our black logo should only ever be used when necessary.



Use a coloured logo on white or less complex images or light background colours. A combination of colourways can be used on our coloured logo. Only ever use two of the three colours above.



Master graphic

We have created a master graphic that incorporates the logo lock up and a series of illustrations depicting Bath landmarks and Christmas icons. This has been supplied in various sizes and formats to be used across websites and various social channels.

This master graphic should not be altered in any way, recoloured, stretched or placed on a different background colour or image.



Individual assets

Each of the illustrations depicted in the master graphic are available as individual assets to be used across your own marketing materials.

