

BATH AT CHRISTMAS

Bath at Christmas

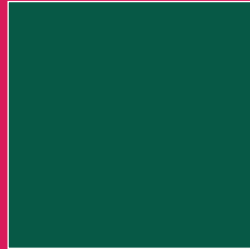
Campaign Toolkit 2022

Colour palette

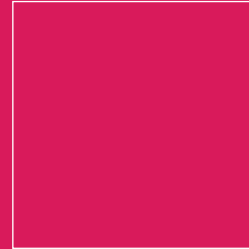
The following colours are included in the palette to bring a festive feel to the campaign and its individual elements. These are the only colours that should be used for the logo and individual assets.

Logo colours

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



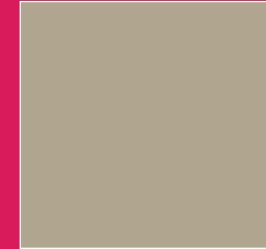
C 89 M 38 Y 72 K 37
R 10 G 89 B 70
HEX 0a5945



C 10 M 100 Y 50 K 0
R 214 G 11 B 82
HEX d60b51



C 0 M 10 Y 20 K 5
R 245 G 226 B 204
HEX f4e2cb



C 13 M 15 Y 31 K 24
R 188 G 177 B 154
HEX bbb199



Logo Asset

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.



Minimum size

35mm - print
100px - digital



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 is available with both red and green backgrounds.



Individual Assets

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



Individual Assets

Included in the individual assets are Bath specific buildings which are available in Green, Red and Cream variations to be used in your marketing materials.



Examples

The following are examples of how we envisage the assets could be used in the campaign marketing materials.

