

# 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.

# Social launch assets





# The logo mark in context – outdoor

