

ACTIVE & SAFE ROUTES TO SCHOOL - FIRST EDITION

IDENTITY GUIDELINES

Active & Safe

ROUTES TO SCHOOL

THE LOGO CORE ELEMENTS

FILE FORMATS

eps: Professional Usage
jpeg: Digital Usage

ACCESSIBILITY

The logo must always have good contrast with the background to ensure maximum impact and accessibility.

COLOURS



CMYK
49/9/16/0

RGB
129/191/205

HEX
#81BFCD



CMYK
2/20/92/0

RGB
249/201/47

HEX
#F9C92F



CMYK
9/73/78/1

RGB
221/103/70

HEX
#DD6746

**Active
& Safe**
ROUTES TO SCHOOL

FULL COLOUR

**Active
& Safe**
ROUTES TO SCHOOL

SINGLE COLOUR - BLUE

**Active
& Safe**
ROUTES TO SCHOOL

BLACK VERSION

**Active
& Safe**
ROUTES TO SCHOOL

FULL COLOUR ON BLACK

**Active
& Safe**
ROUTES TO SCHOOL

SINGLE COLOUR - ORANGE

**Active
& Safe**
ROUTES TO SCHOOL

ONE COLOUR ON BLACK

THE LOGO VARIATIONS

REGULAR

**Active
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ROUTES TO SCHOOL

DO NOT

Use the logo in any colours other than this document specifies useable.

DO NOT

Use any artistic filters on the logo, such as embossing

DO NOT

Stretch, rotate or distort the logo.

MINIMUM SIZE

The logo should never be smaller than 1 inch wide.

ALTERNATE

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THE LOGO

TYPOGRAPHY

ACCENT TYPEFACE

Hernandez Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

CONTENT TYPEFACE - Gotham Book

Gotham Book

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789