



Brand Identity & Style Guide

Version 1.0

December 2019

Logo >



The Explore East Cambs logo

This is the main Explore East Cambs logo. It should be used in this form whenever possible.

The main logo comprises the three text elements, each in their own brand colour, plus the chevron.



Exclusion zone

The logo's exclusion zone is equal to the size of the chevron in the logo.



Inverted logo

This version with the logo in white works well on dark or coloured backgrounds.



Monochrome logo

This version of the logo works well for single colour printing, i.e. for clothing or over imagery.

Logo integrity >

The Explore East Cambs logo should not be edited or manipulated in any other way other than how it's supplied.



Don't use the wordmark alone.



Don't stretch or squeeze the logo.



Don't rotate the logo.



Don't use against low-contrast colours.

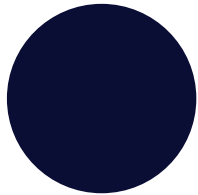


Don't change the colour of each text element.



Don't ungroup the logo or rearrange the elements.

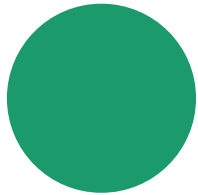
Colours & variations >



Dark blue

#1B1A35

C: 98 M: 93 Y: 44 K: 60
R: 27 G: 26 B: 53



Green

#049561

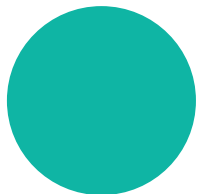
C: 82 M: 15 Y: 75 K: 2
R: 4 G: 149 B: 97



Lime green

#A3C032

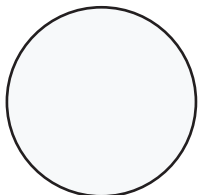
C: 45 M: 5 Y: 93 K: 0
R: 163 G: 192 B: 50



Teal

#19AEAO

C: 75 M: 2 Y: 45 K: 0
R: 25 G: 174 B: 160



Grey

#F9FAFC

C: 2 M: 1 Y: 1 K: 0
R: 249 G: 250 B: 252



The Explore East Cambs logo

This is the main full colour version of the Explore East Cambs logo, and it should be used in these colours whenever possible.



Inverted logo

This version should be used on coloured backgrounds.



Monochrome logo

This version should be used sparingly for single colour printing.

Typography >

Primary font

Fredoka One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @£%&(+!?)

Download: fonts.google.com/specimen/Fredoka+One

Secondary font

Rubik Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @£%&(+!?)

Download: fonts.google.com/specimen/Rubik

Body text

Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @£%&(+!?)

Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @£%&(+!?)

Rubik Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @£%&(+!?)

Rubik Light Italic

Rubik Italic

Rubik Medium Italic

Download: fonts.google.com/specimen/Rubik



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