

# EXMOUTH PAVILIONS

## OUR LOGO



## SUB LOGO

This is to be used when an LED logo is not present elsewhere in a design, or if it is to be used externally. This way we can show that Exmouth Pavilion is a part of LED, if it is not clear.



## COLOUR OPTIONS

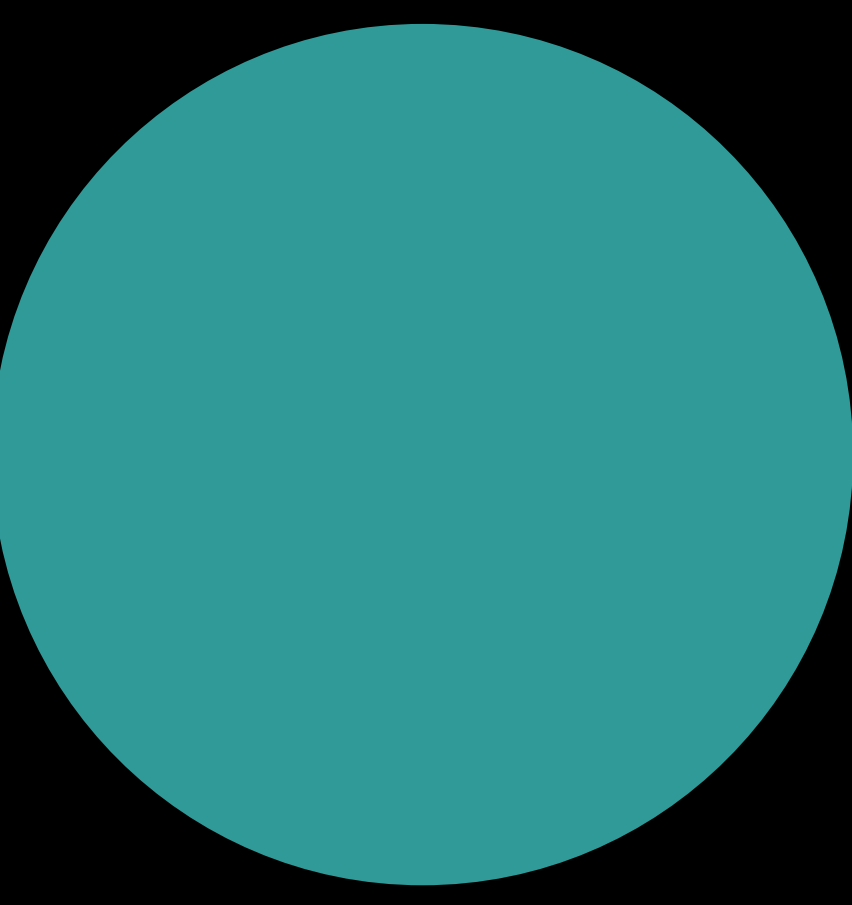
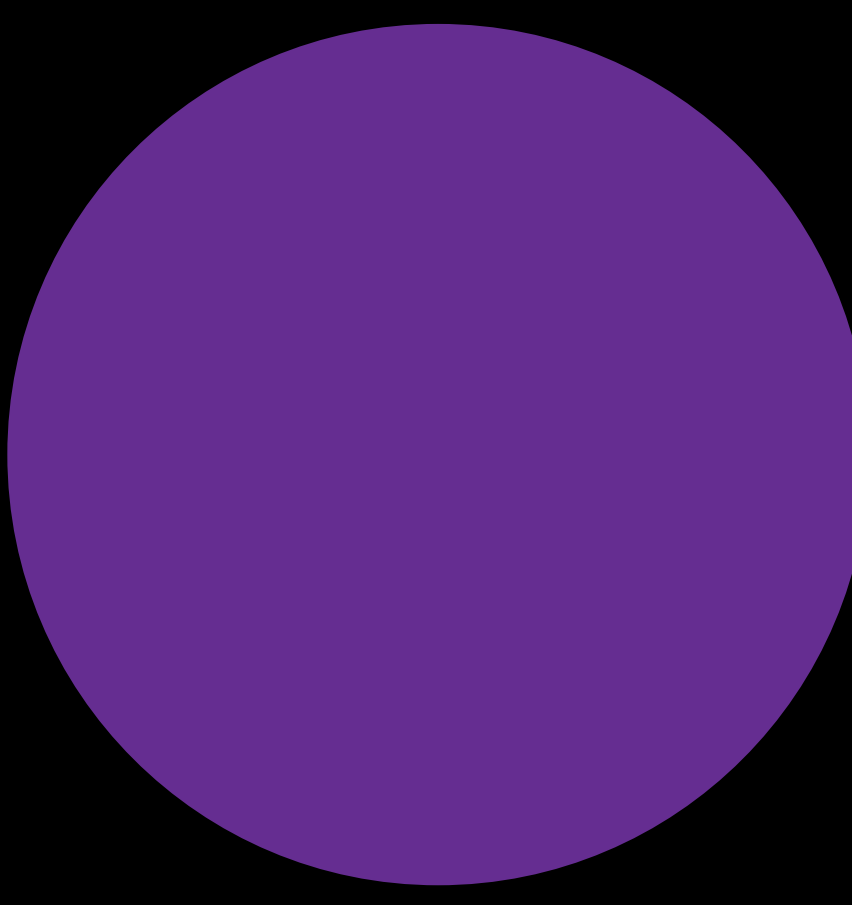
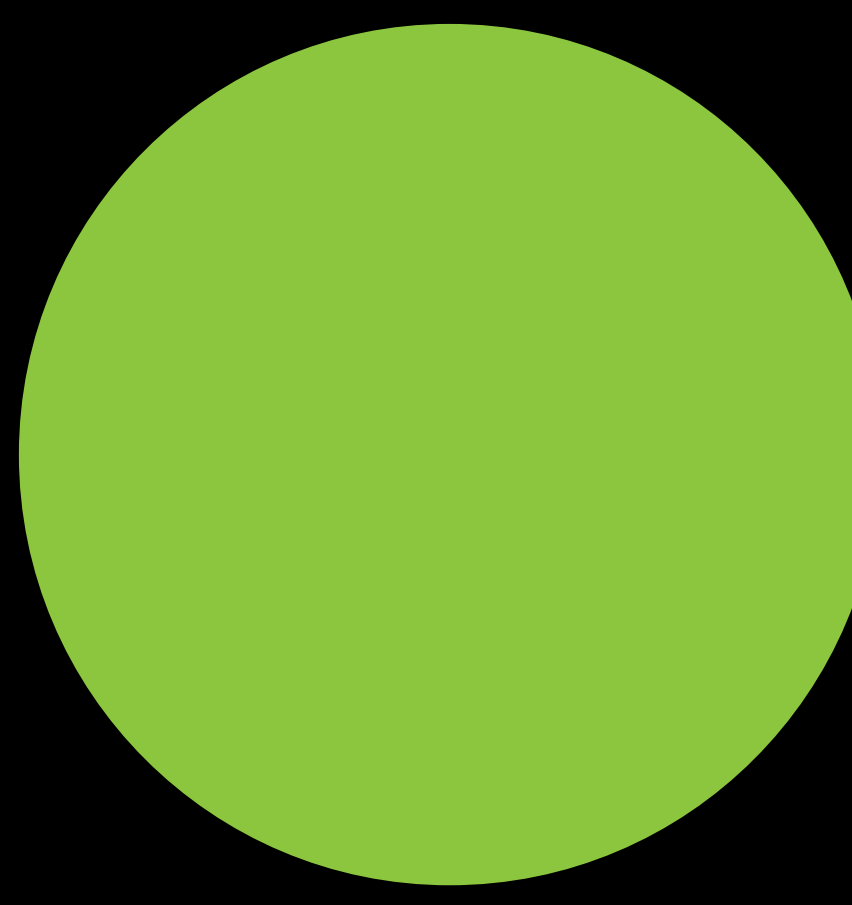
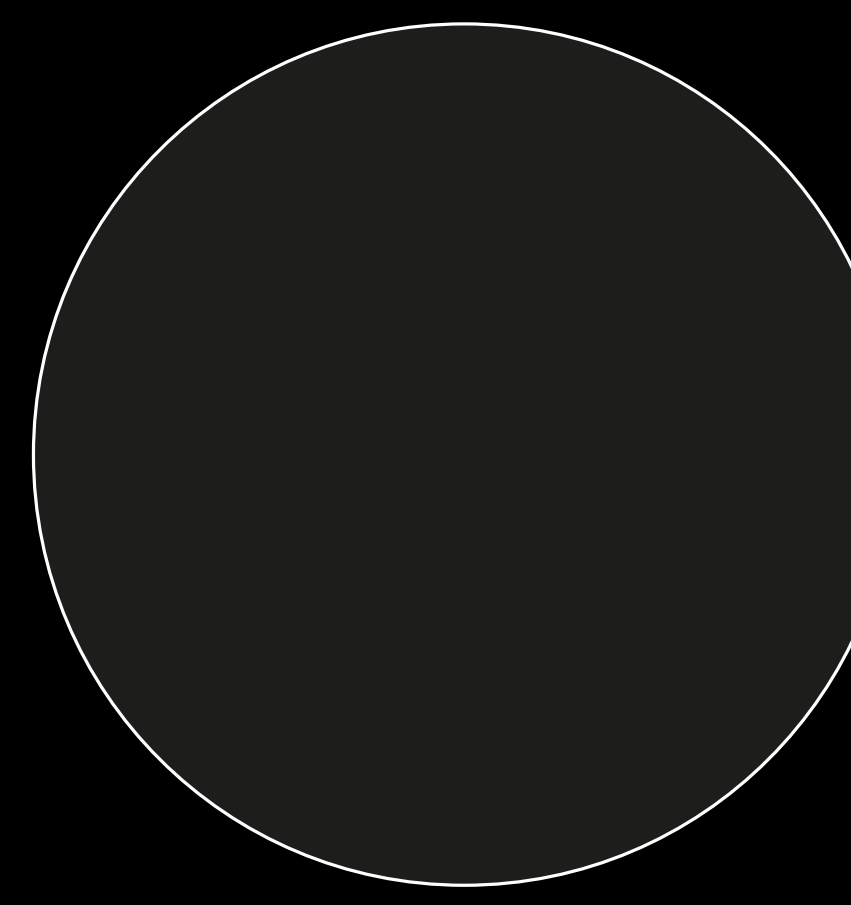
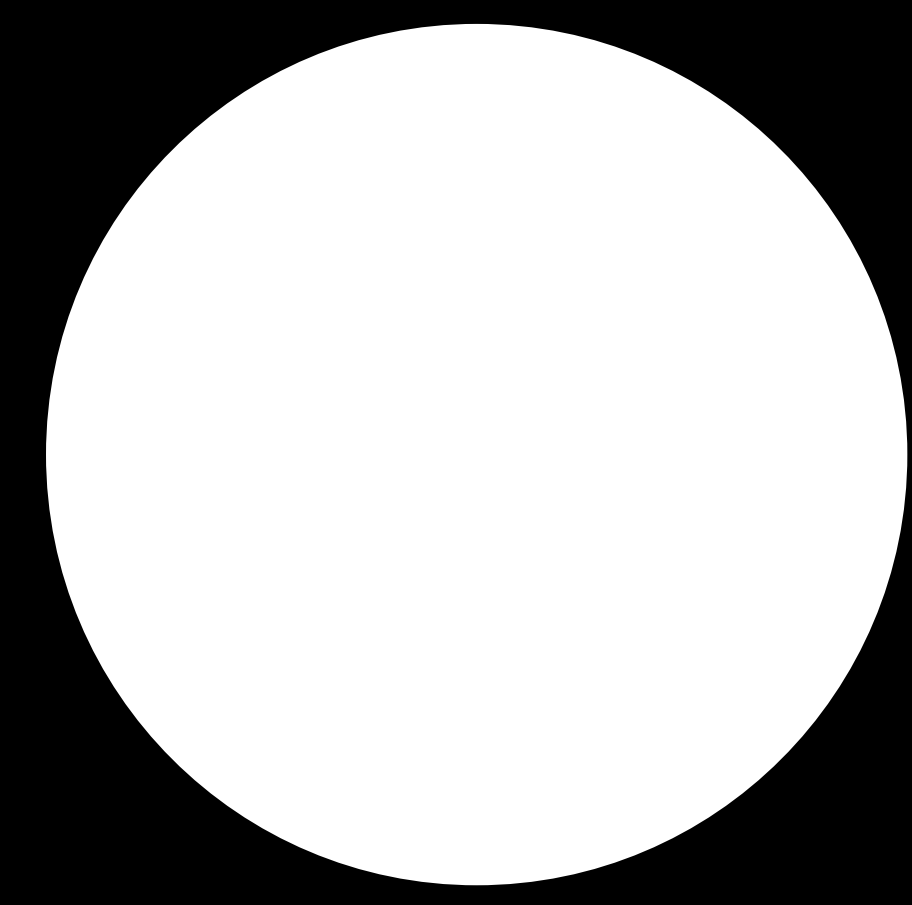
Where possible the logo must be used in full colour and should be used on a white background. If this is not possible the logo can be used reversed out using the alternative logo (above).

This version of the Exmouth Pavilion logo with the LED logo in white should be used when the logo requires to be smaller. This allows the LED logo to still be legible when reduced in size.

## MINIMUM SIZE

The logo must never be used smaller than 35mm (132px) wide.

## OUR COLOURS

				
HEX #2e9898	HEX #662483	HEX #95c11f	HEX #1d1d1b	HEX #ffffff
C 75 M 19 Y 42 K 3	R 45 G 152 B 152	C 50 M 0 Y 100 K 0	R 149 G 193 B 31	R 255 G 255 B 255

## TYPOGRAPHY

### FUTURA PT

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!,:;/?,.@¥%&\*()£\ <+>'

EXTRA BOLD   BOLD   HEAVY   DEMI   MEDIUM   BOOK   LIGHT

Clarity and boldness is key for the Teignbridge brand, and this is represented in the typeface we have chosen and the way we implement it.

The typeface family we have chosen is Futura, as it is punchy, bold, easy to read and versatile, with lots of different weights available to help get your message across in the best way possible.

The typographic principles are based on function, format and purpose. They maintain a distinctive look and feel across all art forms.

## FONT SIZE

Body text should not be used at a size smaller than 9pt.

## TRACKING

Text should always be set with tracking at +10.