



THE NATIONAL  
FESTIVAL  
OF MAKING

# Identity Guidelines

MAY 2019

# Identity

## Logo

White / Light background

Master version



# Identity

## Logo

Brand yellow background

Master version



# Identity

## Logo

Variations



# Identity

## Typography

# Headings

**Paralucent Bold:**

**A new kind of Festival for  
a New Age of Making**

## SUB HEADINGS

DIN CONDENSED LIGHT & BOLD:

**THE NATIONAL FESTIVAL OF MAKING – 15TH & 16TH JUNE 2019**

## Body Copy

Din 2014 Light, Regular & Bold

Visitors will be able to see, taste and hear things they've never seen, tasted or heard before at the first ever National Festival of Making

# Identity

## Colours

Primary Palette



### Green

**R** 0  
**G** 199  
**B** 178  
  
**#** 00C7B2  
  
**C** 69  
**M** 0  
**Y** 41  
**K** 0

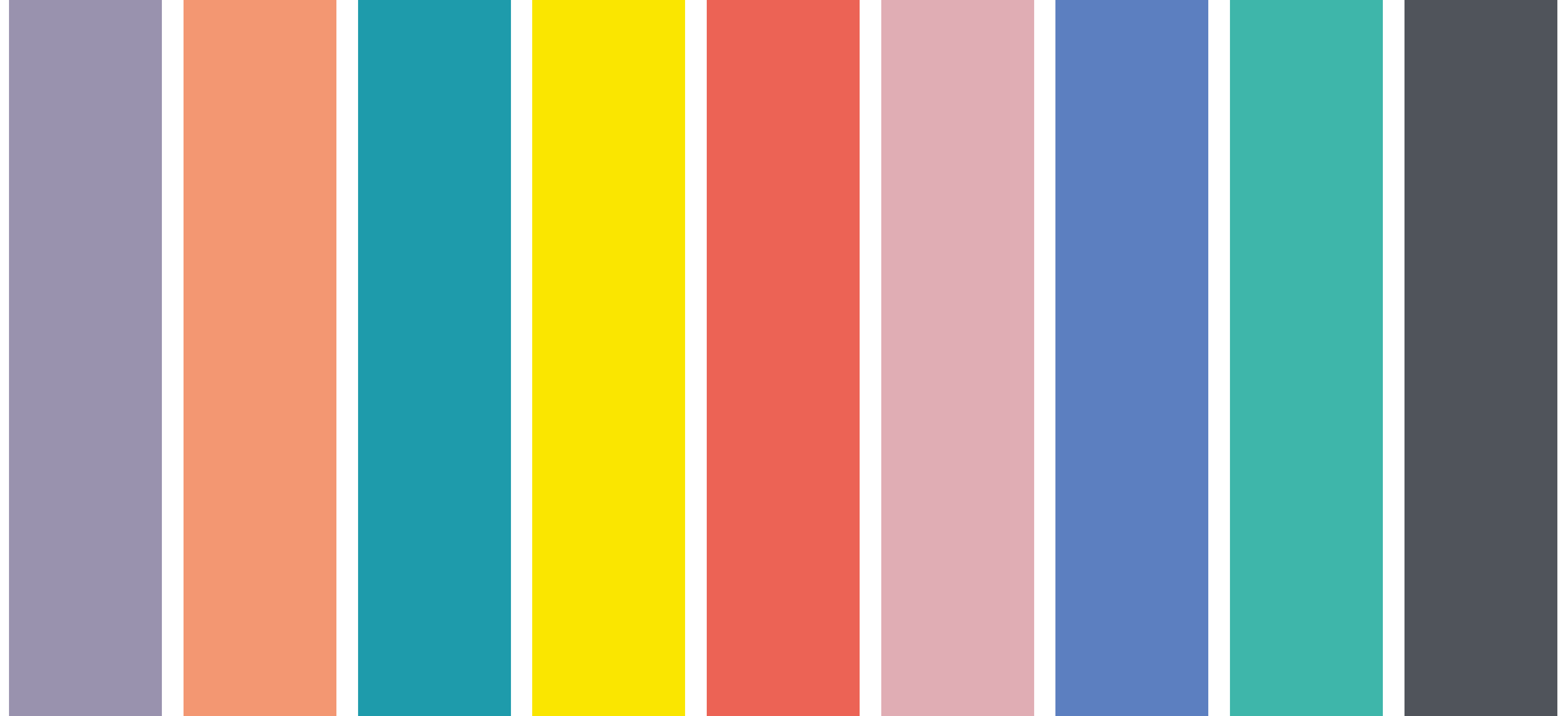
### Purple

**R** 48  
**G** 42  
**B** 93  
  
**#** 302A5D  
  
**C** 95  
**M** 94  
**Y** 29  
**K** 23

# Identity

## Colours

Secondary Palette



# Identity

## Logo

Brand green background

Master version

