



CARNIVAL OF CULTURES

Brand Guidelines for web & app

February 2017

Logo



Colour logo

Where possible, use the logo in its original form as shown here.



Black logo

Where the colour logo does not display well on a particular background, e.g. over a busy photograph or on a pale background which causes the white feather to get lost, consider using this black silhouette (without outline).



White logo

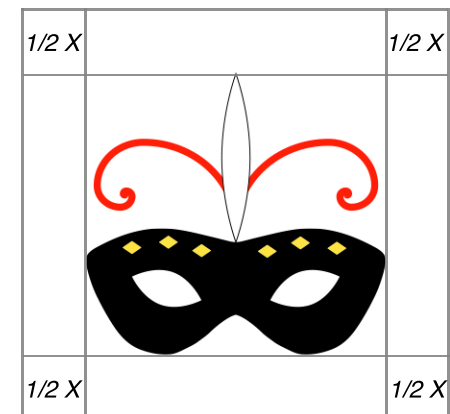
Where the colour logo does not display well on a particular background, e.g. over a busy photograph or on a dark background which causes the black mask to get lost, consider using this white silhouette (without outline).

Logo exclusion zone

To ensure that the logo has a great impact on readers and that it does not become “lost” among other content, we recommend leaving an exclusion zone equal to half of the height of the black part of the mask.

The diagram to the left shows “x” as the height of this part of the mask.

The diagram to the right demonstrates the entire exclusion zone, which is equal to half of this value.



Logo Font

CARNIVAL OF CULTURES

The logo text may appear separate from the logo or in close proximity to the logo, provided the exclusion zone is respected. It may be placed in a straight horizontal line as indicated above.

**CARNIVAL
OF
CULTURES**

The logo text may also be broken down and stacked vertically as indicated above.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

The logo text uses the font Hobeaux Roccoeaux. It has a fill comprising the brand's yellow colour (see Page 3) and a black outline with a stroke weighting of 1 point.

Website and App Fonts

Open Sans Semibold: This is to be used for main section headings on the website homepage (upper case) and for header and footer text (lower case)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Open Sans Regular: This is to be used for subheadings on the website homepage

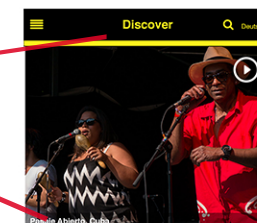
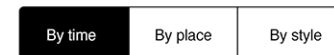
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Regular: This is to be used for body text and search results on the website and app

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Bold: This is to be used for headings and image captions on the website and app

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**



Colours

Black

000000

R0 G0 B0

C75 M68 Y67 K90

Yellow

ffe422

R255 G228 B34

C2 M5 Y95 K0

Red

ff1f08

R255 G31 B8

C0 M96 Y100 K0

Grey

c4c4c4

R196 G196 B196

C23 M18 Y19 K0

White

fffffff

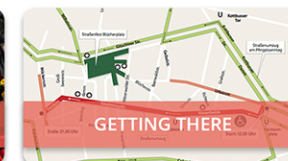
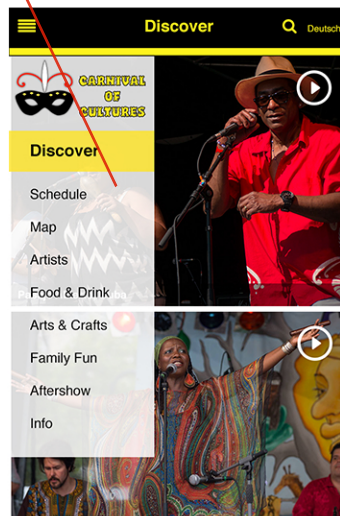
R255 G255 B255

C0 M0 Y0 K0

These simple, striking hues are inspired by the flags of Berlin and Germany.

The red should be used sparingly, as an “accent colour”, e.g. for “calls to action”. Too much of this bold hue on a screen may be offputting to users, particularly at full opacity.

The brand colours may be used at any level of opacity. Reduced opacity may enhance legibility or visual interest, or may aid navigation/orientation.



Icons and Imagery

For any future pages requiring bullets, consider using the diamond shape from the logo. This helps reinforce the festival branding and provides visual interest.



12:00 Grupo Puelche, *Latin American*
Latinauta Stage **Map**



12:00 Kinder HipHop, *HipHop for children*
Farafina Stage **Map**

For any future pages requiring a “call to action” button, consider using this eye-catching design including drop shadow (opacity 73%, distance 15 px, size 40 px).

GET THE APP

For general imagery (excluding the gallery photographs and photographs of featured artists) we recommend that photographs from the most recent festival are used. This ensures the site is up-to-date and truly reflects the nature of the festival. Subjects' permission must always be obtained.