Leeds Digital 2023
Brand Guidelines
The Leeds Digital logo has 2 versions (shown below). The versions without the strapline can be used when the logo needs to appear smaller.
The Leeds Digital Festival logo has 3 versions (shown below). The versions without the year can be used when the logo needs to appear smaller.
Logo clearance area and size

The logo should always have enough white space surrounding it to allow it to ‘breathe’. Shown here is the minimum space required, which is based on the height of the logo font.

<table>
<thead>
<tr>
<th>Logo clearance area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum clear space</td>
</tr>
</tbody>
</table>

These are the minimum sizes that may be used for each logo. If you have limited space for the logo, use the version without the strapline.

<table>
<thead>
<tr>
<th>Logo without strapline</th>
<th>Logo with strapline</th>
</tr>
</thead>
<tbody>
<tr>
<td>130px wide</td>
<td>200px wide</td>
</tr>
</tbody>
</table>

Home of Leeds Digital Festival
Correct logo usage

Leeds Digital Logo

Leeds Digital Festival Logo
Incorrect logo usage

Don’t rotate the logo.

Don’t alter the colours.

Don’t stretch the logo.

Don’t apply drop shadows or any other effects like glows etc.

Don’t re-arrange the layout of the logo.

Don’t place the logo over a gradient background.

Don’t place the logo over an image.

Don’t fade out the logo or use as a watermark.

Don’t change the logo font.
Typefaces

Plus Jakarta Sans Bold - For use as headers / Sub headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Plus Jakarta Sans Regular - For use as general body text to be used only in mixed case.

Abcdefghijklmnopqrstuvwxyz

Link to Font
https://fonts.google.com/specimen/Plus+Jakarta+Sans

Brandon Grotesque Black (Logo font) - For use in headers. **ONLY USE IN CAPITALS.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

Link to Adobe Font
https://fonts.adobe.com/fonts/brandon-grotesque
The 2023 Leeds Digital and Leeds Digital Festival colours are bold and bright and are intended to be used for screen only, they share the same colours with the one difference is that the dark and electric blue are switched as seen below.

Please note that CMYK reproductions of these colours will look considerably different in print.
This is an example of how the brand assets could be used together.