DIGITAL BRAND GUIDELINES
MANIFESTO.

Learn and be inspired by industry leaders, surrounded by like-minded people.

THE MEANING OF THE BRAND ELEMENT

INDIVIDUAL  COMMUNITY

- The route of discovery
- The path to a new event
- Moving forward and forward thinking
- Connecting people with stories
Digital is at the heart of Leeds... but why people attend these events?

**TO...**

**Unite**
- Building
- Digital Community
- Evening
- After work
- Lot's of people
- Social
- Friends
- Bringing People together
- Meet Linked individuals
- Collaboration
- Community

**Learn**
- Learning new things
- Talks
- To Educate
- High number of events

**Inspire**
- A source of inspiration
- Meeting new+ inspirational people
- Showcase innovation

**Grow**
- Hire new people
- Building community

**Challenge**
- Goal reassurance
- Critique

**Enjoy**
- Have fun
- A break from the grind
- Funny
- Alive
BRAND PRINCIPLES.

The personality of the brand is communicated in a set of characteristics that are attributed emotions that sums up the experience of Leeds Digital Festival.

This is made relatable with a series of patterns that can stand boldly beside each event and adds a unique dimension to across various collateral.
OUR WHY.

Below shows the selected characteristics for the brand.

- Learn.
- Unite.
- Enjoy.
- Challenge.
- Inspire.
- Grow.
MATCHING THE BRAND ELEMENT.

Combining the pattern, characteristic and how it interacts. This is how we discover the brand principles.
CONTENT VS BRAND ELEMENTS

How elements combine with the current brands content and imagery.

How elements come together
 BRAND & LOGO

Manifesto
Brand & Logo
Colours
Typography
Icons
Photography
Illustration
Animation
LOGO CLEARANCE AREA.

The wordmark should always be surrounded by generous white space. The diagram below defines the minimum amount of clear space needed, which is based on the x-height in the wordmark.
INCORRECT USAGE. The examples are shown here illustrate incorrect uses of the brand.

- Do not rotate marque
- Do not use strokes
- Do not warp marque
- Do not Break marque
- Do not use light colour
- Do not use dark colour
- Do not apply blend mode
- Do not embed images
- Do not fade
- Do not use drop shadow
- Do not non-brand colours
CORE ELEMENTS.

With the elements constructed for the brand marque we can showcase Leeds is at the heart of everything digital.
LOGO VARIATIONS.
COLOURS
COLOUR USAGE.

Our colour palette is created for the digital age. Bright, screen-friendly colours dominate and are recreated for other applications in the closest way possible.

MAIN GRADIENTS
Primary colour palette

PINK GRADIENT:
#E6007E + #E40050

HOT PINK:
#E40050
R228 G0 B80

DIGITAL PINK:
#E6007E
R230 G0 B126

BLACK GRADIENT:
#3B3B3B + #1C1C1A

HIGHLIGHT COLOURS
Secondary colour palette

WHITE:
#FFFFFF
R255 G255 B255

CHARCOAL:
#3B3B3B
R59 G59 B59

BLUES:
#0511F5
R5 G17 B245

LIGHT BLUE:
#D0CFDF
R208 G207 B223

DEEP BLUE:
#171061
R23 G16 B97

MIDNIGHT:
#1D1D1B
R29 G29 B27

COLOUR USAGE.

Our colour palette is created for the digital age. Bright, screen-friendly colours dominate and are recreated for other applications in the closest way possible.
COLOUR USAGE.

“I don’t think I’ve seen a better collection of smart city, tech, data, digital design events than at Leeds Digital Festival anywhere else in the world.”

TOM FORTH, OPEN DATA INSTITUTE
TYPOGRAPHY
TYPOGRAPHY. The headline, subheadline and body copy take effect at different levels, as we know. The typography can do a wonderful job in supporting this. The font styles of fonts create a flexible system which is understood intuitively.

**HEADING TYPEFACE**

AHAMONO

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!$&*)
```

**BODY COPY TYPEFACE**

SPACE MONO

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!$&*)
```

**EVENT NAMES**

BRANDON GROTESQUE

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:;?!$&*)
```
TYPOGRAPHY USAGE.

CODE IN THE DARK

Join us for the fourth year of Europe’s most exciting competition for coders.

Watch coders battle out for the title of Best in Leeds in the game with a twist - the audience decides who stays in and who gets booted out! Come along and cheer for your favourites.

CONFIRMED DATE: 3RD MAY 6.00-11.00PM, BELGRAVE MUSIC HALL.
ICONS
Icons are made up of as few elements as possible which indicate information and interactions in a simple, direct manner.
PHOTOGRAPHY

What do we want our images to show? Mainly people at events, that's for sure. People and events are the visual motifs, and that's just how we want them depicted in our photographic style.
**VISUAL STYLE.**

They should look natural, of course, not contrived and without dramatization – aesthetic images that are rooted in the real world. Images that appeal to viewers and drag them in their world – because they sense: this is here and now. In terms of their overall impression, the images convey a feeling of confident composure.

They are snapshots from the everyday world, but they contain surprising, inspiring moments that touch people. The visual style is reduced and straightforward, situations are shown clearly and authentically.

**TECHNICAL ADVICE**

Light Natural light sources ensure images have an authentic, unembellished look. The car is integrated in the light situation and is not artificially highlighted. Light and shade can create accentuations on the vehicle and also be used as stylistic devices to tell stories and support ideas.

**IMAGE SIZES**

This content is essential to the brand from sharing the experience of the event and capturing the perfect moment. Images need to be large, impactful and fill the space.
ILLUSTRATION
ILLUSTRATION

The identity comes to life through a great series of illustrations within portals of objects signify and capture what the festival is all about. This quirky and engaging visual style can help connect people with stories.
STYLE

LDF illustration line-art style contrast bold and minimal images.

- **Deep Blue**: is the main line colour
- **Light Blue**: adds a base or contrast colour
- **Pink**: adds vibrancy
- **White**: can add verity
ILLUSTRATION EXAMPLES

The Leeds Digital Festival is an open platform event, which means any individual or company can take part.

BETTER THAN EVER

The 2019 Leeds Digital Festival is going to be bigger and better than ever. Want to run an event, attend the Festival or have another idea? Get in touch today.
Patterns are used to represent the emotions and experience of that specific event. An event may choose multiple characteristics, however one will pattern visual with hold main event page - as displayed below.
ANIMATION
ANIMATION

We have added motion to the illustrations to bring them to life. The series of portals allows us to bring in multiple creations with something new appear with every interaction.

x9 engaging illustrations that visually represent the digital and the city – which bring a quirkiness to the event.

PORTALS COMBINED WITH ILLUSTRATIONS

The interactive portals allows the user to engage or share looping videos to highlight this event spans multiple industries with endless results.
GENERAL ENQUIRIES.

We want to make the 2020 festival better than ever and are always looking to collaborate with new people.

Get in touch