Leeds Digital Festival 2022

Digital Brand Guidelines

LEEDS DIGITAL FESTIVAL 2022

The logo

There are 2 versions of the master logo. Version B has the outer line removed to give a slightly simpler look. Version B should be used when the logo goes below a certain size. See next page for minimum size details.

Master Logo: Version A

Master Logo: Version B (Simplified)

Logo variations

In cases where the logo needs to be in a horizontal format it can be used as shown here to the right.

Landscape Version

The logo mark can be used on its own without the accompanying Leeds Digital Festival text in both A and B versions as shown here. These can be used as social media avatars or icons to support the overall LDF brand.

Logo mark A

Logo mark B in circle

Logo mark B in outline circle

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 X-height of the logo typeface

Logo clearance area

Minimum clear space

These are the minimum sizes that may be used for each logo.

Minimum logo size (Version A)

120px wide

Minimum logo size (Version B)

100px wide

Minimum logo size (Landscape version)

220px wide

Correct logo usage

The logo can be placed over an image where copy space is available

When there is no copy space for the logo, it can be placed in a blue box and left aligned with the image.

Alternatively, the logo can also be placed as shown above but the image should have the treatment of a 50% fill of dark blue applied (#0C0C33) with the blending mode set to multiply.

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 unless it follows the examples set out on page 4.

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

Don’t change the logo font.

Typefaces

Sofia Pro Bold - For use as headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sofia Pro Regular - For use as general body text to be used only in mixed case.

Abcdefghijklmnopqrstuvwxyz

Link to Adobe Font
https://fonts.adobe.com/fonts/sofia

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

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Link to Adobe Font
https://fonts.adobe.com/fonts/brandon-grotesque

Colours

The 2022 Leeds Digital Festival colours are bold and bright and are intended to be used for screen only.

Please note that CMYK reproductions of these colours will look considerably different in print.

Primary Colours

Bright Blue
HEX: 0321EB
RGB: 3. 33. 235

Dark Blue
HEX: 0C0C33
RGB: 12. 12. 51

White
HEX: FFFFFF
RGB: 255. 255. 255

Secondary Colour

Bright Green
HEX: 3DF2BA
RGB: 61. 242. 186

Light Green
HEX: e1fff9
RGB: 225. 255. 249

Brand assets in use

This is an example of how the brand assets could be used together

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DIGITAL
FESTIVAL
2022

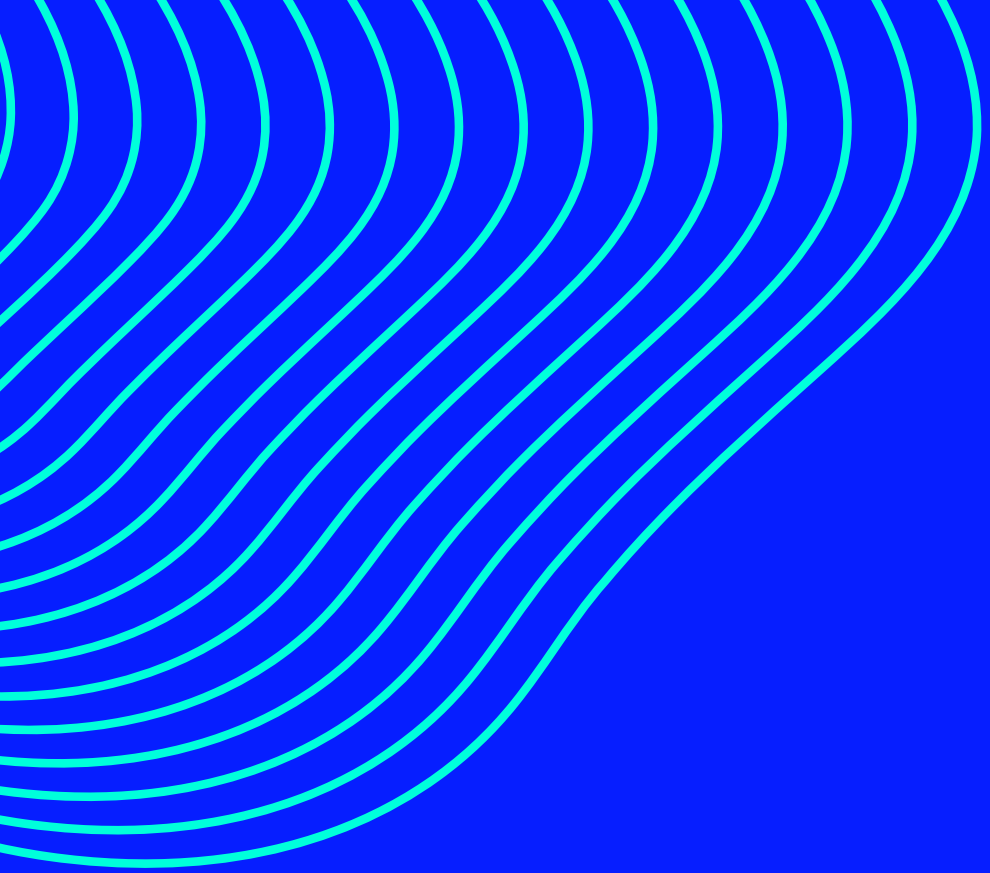
25-27 APR 2022
19-30 SEP 2022

THE TECH EVENT FOR EVERYONE

Returning for its 7th year and following the success of both 2021 editions, in 2022 Leeds Digital Festival will host a three-day programme of events in April, followed by a two-week line-up of world class tech content in September. Join us as we invite the tech world's best and brightest to come together and showcase our city region's dynamic digital sector

#LeedsDigi22

leedsdigitalfestival.org



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