

LEITH FESTIVAL LOGO USAGE:

Please read guidelines carefully, so our logo is consistent in all our ways of communicating Leith Festival as a brand.

VERSIONS/COLOURS:

We have 3 different coloured versions for you to select from, please select the one most suitable for the background colour it is to be placed on. The colour set of the logo has been selected carefully, so please don't use any others. We have also created a white out version. (See below)



B+W



Pantone Red 032
+ Black



White out version



The above logos are shown at minimum size. 30 mm across. The logo should never be used smaller than this. (See measurement underneath black logo)



EXCLUSION ZONE:

To ensure clarity when positioning our logo, please don't allow any other element to enter the exclusion area. This area is based on the **X** height of the capital L in Leith. This can be scaled accordingly to your design.

BACKGROUNDS

The logo is very strong in all colours, but please **do not** place the logo on photographic images with lots of colour as this will lose impact for our logo.

