



Illuminating  
Hadrian's  
Wall

Brand  
Guidelines

This document is intended to act as a basic practical guide to aid the production of Illuminating Hadrian's Wall communication materials and maintain consistency.

### Main Logo

This is the main logo used for Illuminating Hadrian's Wall. This version should be used for large scale applications and only on a solid blue (PANTONE® 432) background due to the gradient glow effect.

The logo features the text "Illuminating Hadrian's Wall" in a white, sans-serif font, centered on a dark blue background. The text is surrounded by several glowing yellow dots of varying sizes, creating a starry or illuminated effect. The dots are scattered around the text, with some appearing as bright, soft-edged circles and others as smaller, sharper points of light.

# Illuminating Hadrian's Wall



**Solid Logos**

The gradients found in the main logo cause issues when applied small or to different colour backgrounds and images.

This is a solid 2 colour version of the logo for use on dark colour backgrounds.

**Single Colour Solid Logos**

Use these versions of the logo for small scale use or for basic applications where the background is white or an image.

We recommend producing this logo in PANTONE® 432, white, or black.



#### Using the logo with the tagline

This should be used when it is necessary to communicate all 3 elements together in a single unit. For example, the front of a brochure or poster.



Illuminating  
Hadrian's  
Wall  
Saturday  
13th March  
2010 a line  
of light  
from coast  
to coast

## Typography

Use Futura BT Light, Book and Heavy for public facing communication materials. Light and Book versions should be used for body copy or large headers, while Heavy should be used to highlight information within bodycopy (such as a subtitle).

Verdana should be used for on-line or internal applications when Futura is not available.

Futura BT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZabcdefghijklmnopqrst  
vwxyz0123456789.,

Futura BT Book

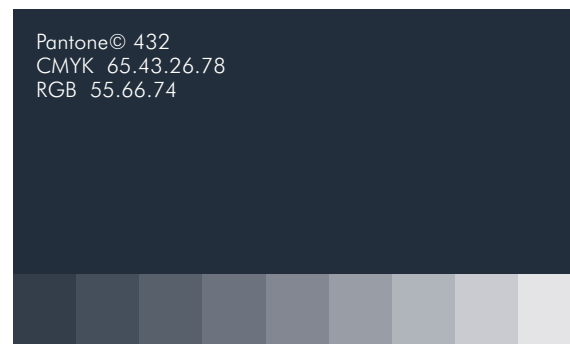
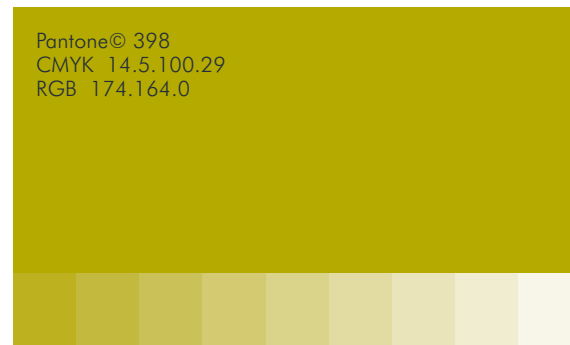
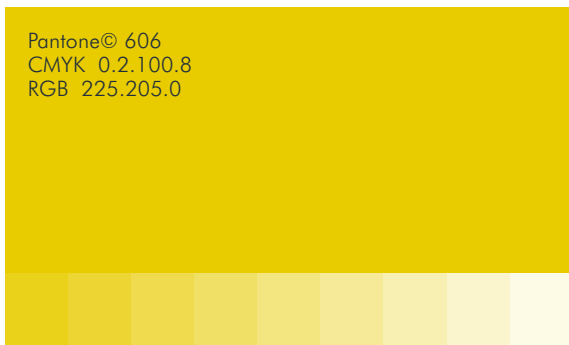
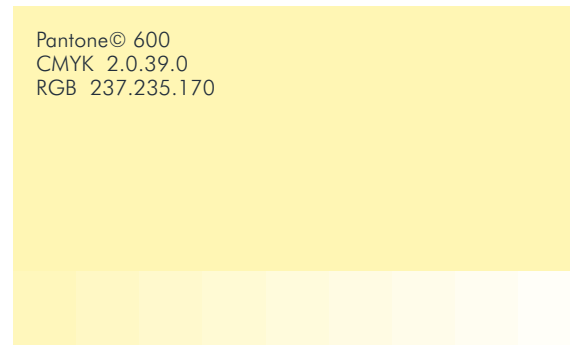
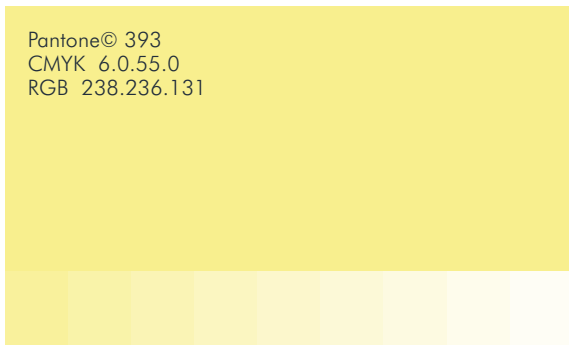
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZabcdefghijklmnopqrst  
vwxyz0123456789.,

Futura BT Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZabcdefghijklmnopqrst**  
**vwxyz0123456789.,**

## Colour Palette

Some of the colours shown are used within the logo itself, others will compliment the logo when used in application.





Illuminating  
Hadrian's  
Wall  
Saturday  
13th March  
2010 a line  
of light  
from coast  
to coast

### Logo Positioning

Position the logo with plenty of space on a solid background colour. Align other elements (such as the logo and web address) in line with the indented typography used in the logo whenever possible or appropriate.



### Logo Hierarchy

This is the default order of partner logos, please always adhere to this hierarchy.

Exceptions can be made on occasion when a lead partner may wish to have prominence – in this situation, the lead partner logo may be positioned on the left, keeping the other logos in the same order.

**Illuminating Hadrian's Wall is an ambitious project led by Hadrian's Wall Heritage Ltd which forms part of North East England's world-class programme of festivals and events developed by culture10 and presented in partnership with Lakes Alive.**

### Culture 10

We are extremely grateful for the support of our partners. Please use the following line in any marketing collateral.

### Funders logos

We welcome the inclusion of any Illuminating Hadrian's Wall detail on your marketing collateral, but request that credit to the appropriate funders is made. All partner and funder logos are available from Hadrian's Wall Heritage Limited.

You must display the relevant project funder logos (shown left) under the heading

Funded by:



# · · · · · Illuminating Hadrian's Wall · · · · ·



## Imagery

When using the logo over an image, please ensure that there is sufficient clear space to aid legibility.

The gradient version of the logo should only be used on a solid blue background (PANTONE® 432). In all other cases, use the solid blue, black or white versions.