Leeds Digital 2024

Brand Guidelines

LEEDS DIGITAL

Home of Leeds Digital Festival

The Leeds Digital Logo

The Leeds Digital logo has 2 versions (shown below).
The versions without the strapline can be used when the logo needs to appear smaller.

Leeds Digital Logo with strapline

Leeds Digital Logo without strapline

The Leeds Digital Festival Logo

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.

Leeds Digital Festival Logo
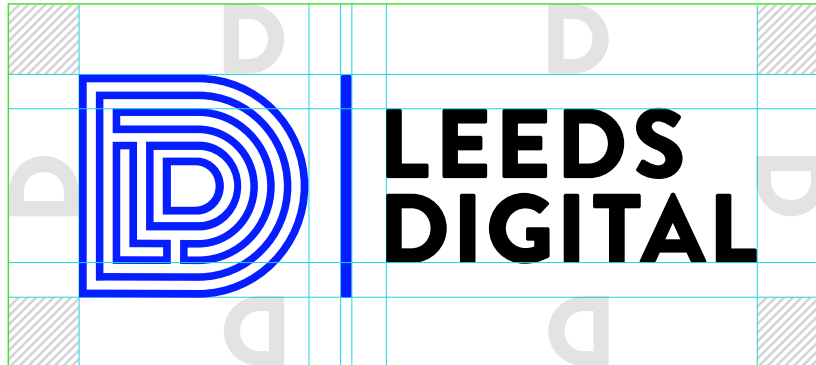

Leeds Digital Festival Logo landscape

Leeds Digital Festival Logo with year

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.

Logo clearance area

Minimum clear space

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.

Logo without strapline

Logo with strapline

130px wide

200px wide

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.**

ABCDEFGHIJKLMN OPQRSTUVWXYZ

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

Colours

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.

Primary

Secondary

LEEDS DIGITAL

Dark Blue
#001D33

Electric Blue
#061EFF

Aqua
#22DDDD

Mid Grey
#C3C3C3

Light Grey
#F1F0F0

Primary

Secondary

Leeds Digital Festival

Electric Blue
#061EFF

Dark Blue
#001D33

Aqua
#22DDDD

Mid Grey
#C3C3C3

Light Grey
#F1F0F0

Brand assets in use

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

LEEDS DIGITAL
Home of Leeds Digital Festival

Launching tomorrow

The City Region's brand-new, premier digital hub.

leedsdigital.org

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