



CLIVEDEN LITERARY FESTIVAL

Brand Guidelines

How we communicate our brand

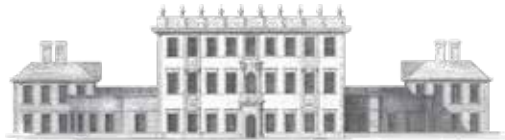
Welcome to Cliveden Literary Festive visual brand toolkit.

We need consistency in
everything we do.

We need to be identifiable in
everything we produce.

These guidelines show the visual
communication of our brand and
usage to our audience.

The brand lockup shown as a landscape format



CLIVEDEN LITERARY FESTIVAL



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Positive logotype



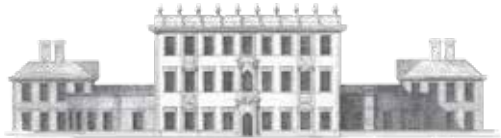
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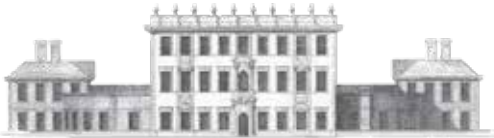
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Reversed logotype

The brand lockup shown as a square format



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Positive logotype



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Reversed logotype

Follow the size guide to help ensure
the logotype is legible at all times

Minimum width / **Digital: (60px)**



The house illustration can be used
on its own. For example: as a page
header or menu / name card

Minimum width: **35mm**



CLIVEDEN LITERARY
FESTIVAL

A5 Documents: **up to 50mm wide**



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A4+ Documents: **up to 70mm wide**



DO NOT add the word **THE** to the festival branding



THE CLIVEDEN LITERARY FESTIVAL

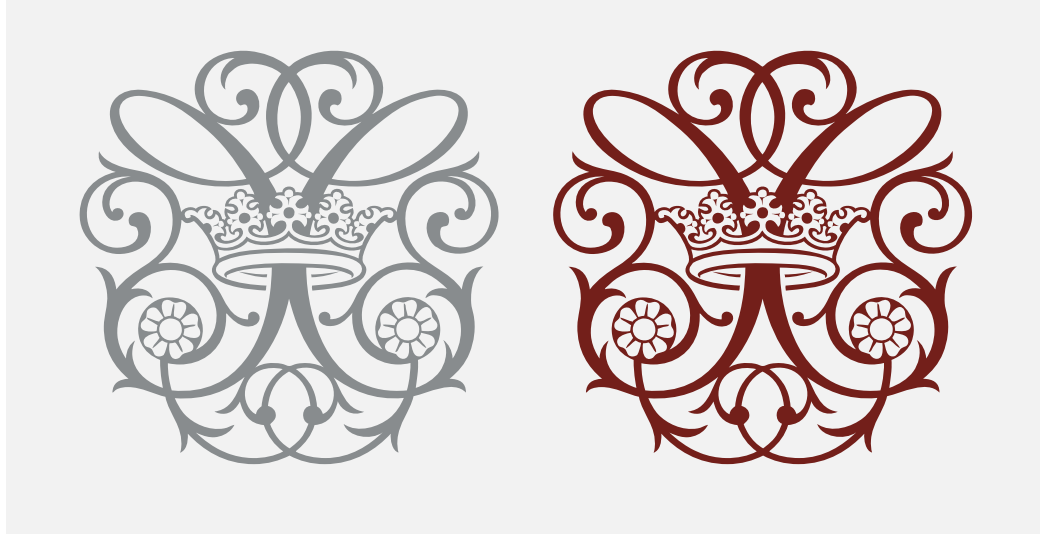


THE CLIVEDEN
LITERARY FESTIVAL

~~THE~~
CLIVEDEN
LITERARY
FESTIVAL



The brandmark can be shown on colour and images appropriate. Usually bleeding off the page



On white



On imagery



On the grey as a tint



On the burgundy as a tint

This colour palette has been carefully chosen to represent the brand

Cliveden Burgundy
CMYK: 50 100 100 30
RGB: 115 31 26
Hex: 731F1A

Cliveden Silver / grey
Pantone: 877
CMYK: 47 35 35 15
RGB: 137 140 142
Hex: 898C8E

White
CMYK: 0 0 0 0
RGB: 255 255 255
Hex: FFFFFFFF

Silver / grey
30%

Silver / grey
50%

Silver / grey
70%

Source Serif Pro is a sophisticated and strong family of serif fonts. Its perfectly formed character and elegant style is felt through controlled letterforms and show tradition with modern touches. Accessible as a Google font

Source Serif Pro –Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Source Serif Pro Light is the main font under the Cliveden house logo and used as a header font

Source Serif Pro – Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Also use Regular and Bold versions of the font to be create with typography

Source Serif Pro – Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Open Sans is used mainly for body text as its personality is legibility and comes in many different weights.
This compliments the Source serif font. Accessible as a Google font

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Open Sans lights is used in body copy
but also used regular and semi bold to
highlight words and testimonials**

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Baskerville Old Face can be used internally on Cliveden documents if Source Serif Pro is not available to use.

Baskerville Old Face – Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Baskerville Old Face is the substitute main font if Source Serif Pro isn't available

Baskerville Old Face – Semi Bold / Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Use semi bold or bold where appropriate w[to highlight / pull out content

