Brand Guidelines

DOWNTOWN BOLTON
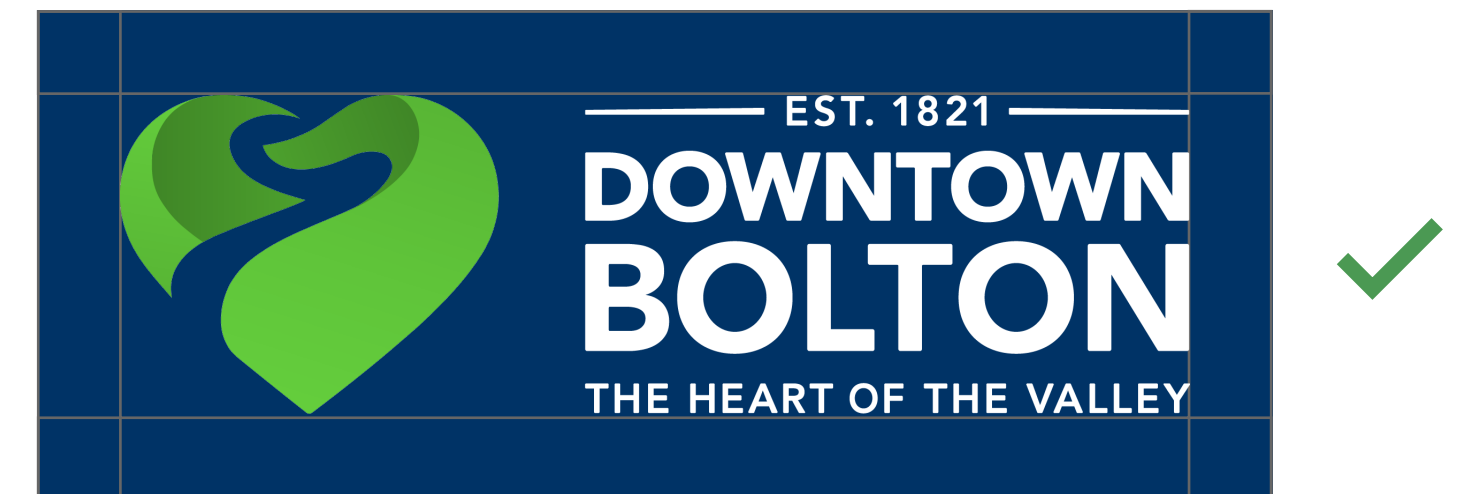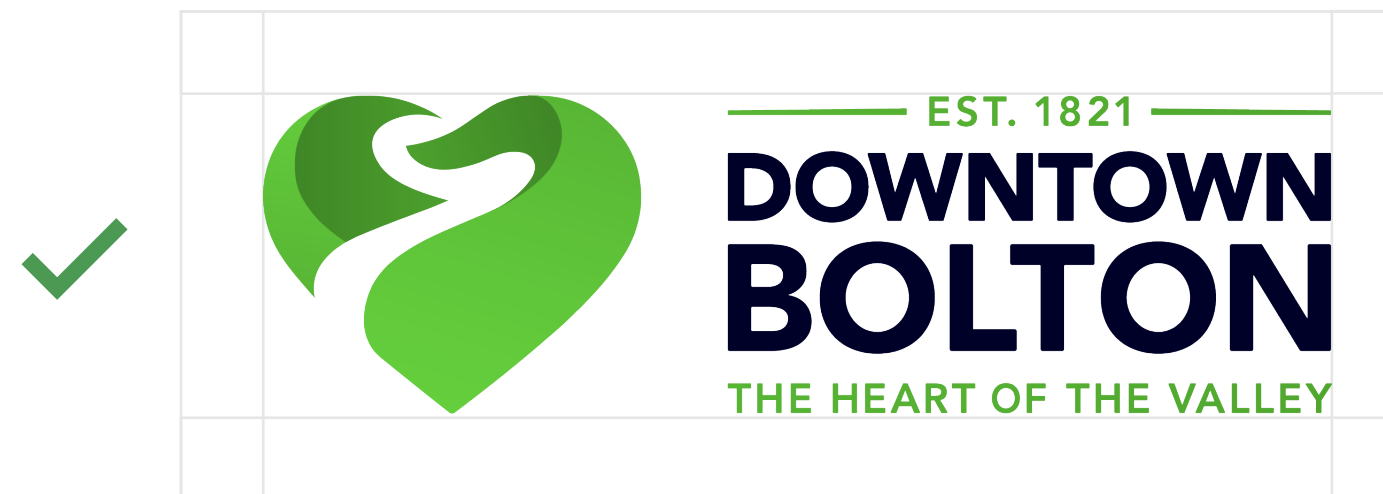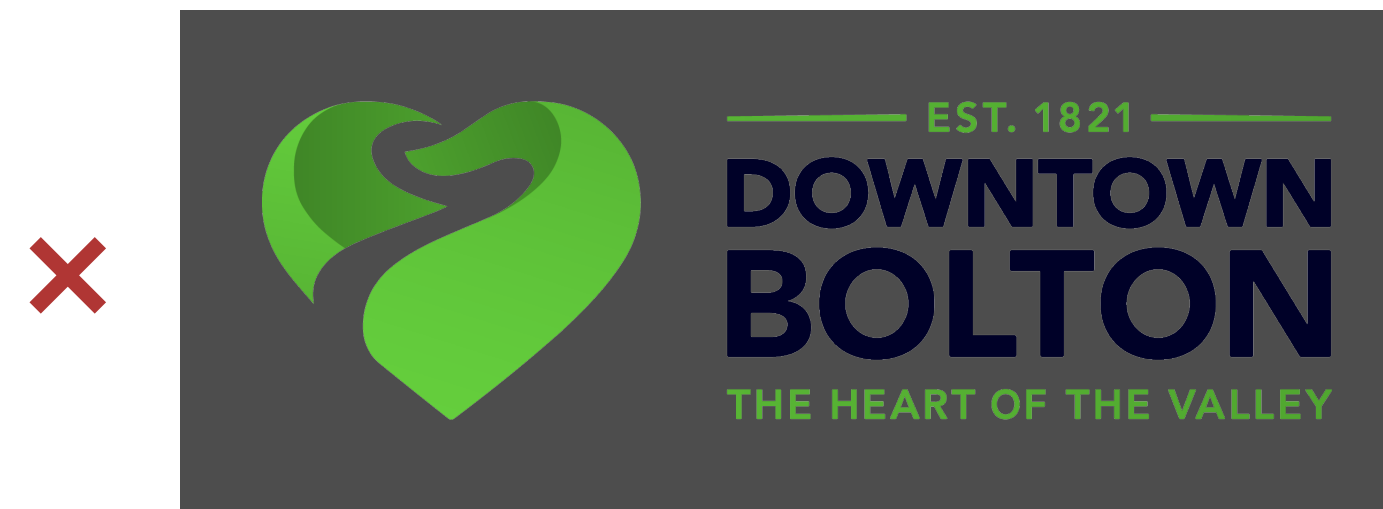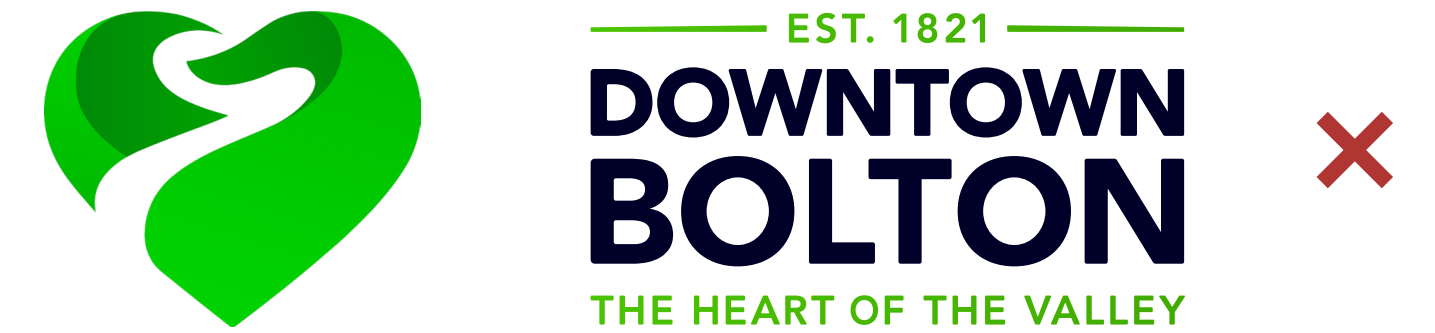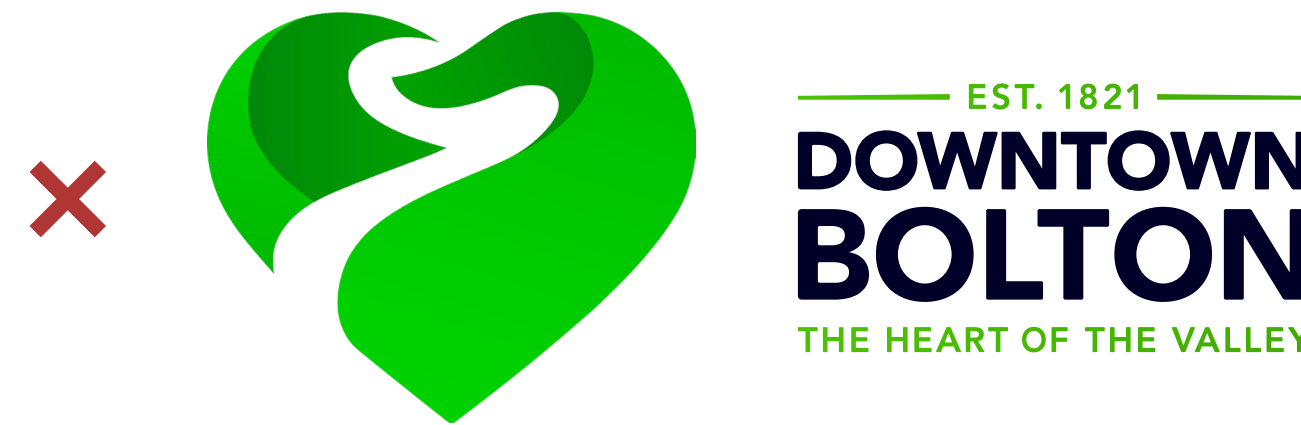
THE HEART OF THE VALLEY

Advised Logo Usage

The distance and proportions of the logo and type should remain consistent with the original design.

The logo works best on white/light backgrounds due to the negative space design. Use the inverted logo if being used on a dark background.

Always try to ensure the logo has the correct proportions, ample spacing and the original type.

EST. 1821
DOWNTOWN BOLTON
THE HEART OF THE VALLEY

Primary Logo

EST. 1821

DOWNTOWN BOLTON

THE HEART OF THE VALLEY

Secondary Logo

DOWNTOWN

EST. **BOLTON** 1821

THE HEART OF THE VALLEY
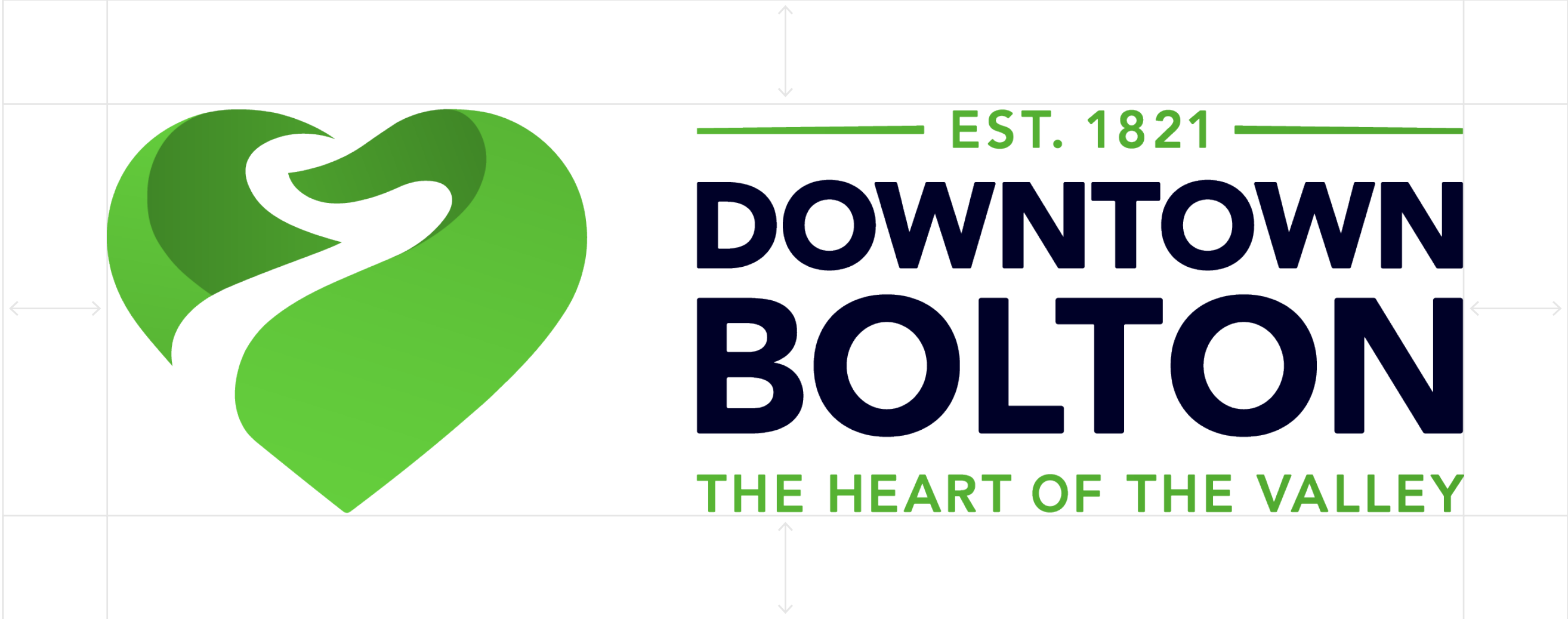
Typography

Avenir Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*()_+

Avenir Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#$%^&*()_+

Colours

LIGHT GREEN GRADIENT

#64CD3D
RGB: 100, 205, 61
CMYK: 72, 0, 100, 0

#58B434
RGB: 88, 180, 52
CMYK: 78, 0, 100, 0

DARK BLUE

#00002A
RGB: 0, 0, 42
CMYK: 90, 85, 49, 70

NAVY BLUE

#003366
RGB: 0, 51, 102
CMYK: 100, 84, 32, 23

DARK GREEN GRADIENT

#00a11a
RGB: 0, 161, 26
CMYK: 82, 7, 100, 1

#3F8527
RGB: 63, 133, 39
CMYK: 86, 21, 100, 9