

LOGO

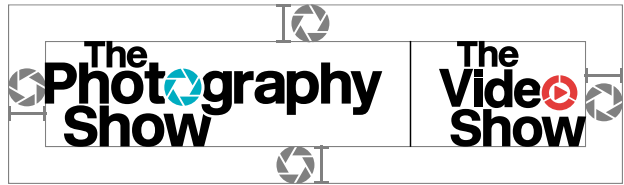
Please use the mono white-out version appropriately.

Clear Space

To protect the clarity and integrity of the brand, The Photography Show and The Video Show logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clear space - a space equal in size to the aperture shape of 'Photography'.

Minimum Size

The logo has been designed to be a minimum size of 1cm in height. For web use the logo should be no smaller than 35px in height. There is no maximum size.



Mono white-out



Web: No smaller than 35px in height
Print: No smaller than 0.5cm in height

TYPOGRAPHY

Consistent use of the typography is critical to The Photography Show and The Video Show's brand recognition.

Body copy

Benton Sans Book should be used as the main body copy for all publications.

Benton Sans Bold can be used to emphasise any text within the body copy. The smallest size that this should appear is 8pt.

Header copy

PT Sans Narrow Bold should be used for all taglines, main headings and titles.

Where these fonts are not available Arial should be used as a substitute.

Body copy

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Header copy

PT Sans Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz









0123456789

COLOUR PALETTE

Colour is the most elemental and memorable way in which brands are communicated.

Call to actions

To highlight a call to action, please use the secondary yellow with black text.

Primary		C 77 M 4 Y 25 K 0	R 0 G 173 B 193		C 3 M 87 Y 75 K 70	R 227 G 60 B 58
		# 00adc1		# e33c3a		
Secondary		C 94 M 59 Y 24 K 8	R 0 G 91 B 138		C 2 M 13 Y 81 K 0	R 254 G 217 B 64
		# 005b8a		# fed940		
		C 0 M 77 Y 63 K 0	R 239 G 87 B 80		C 75 M 61 Y 53 K 59	R 50 G 55 B 60
		# ef5750		# 32373c		
Light Background		C 2 M 1 Y 1 K 4	R 244 G 244 B 245		C 54 M 0 Y 34 K 0	R 112 G 222 B 195
		# ecedee		# 70dec3		

GRAPHIC EXAMPLES

Here are a couple of examples of how all these elements should look. Please artwork the different elements appropriately.

