

# Style Guide

Festival logos, colours &  
fonts explained

## Our primary logo



Our main logo is BOTH the 'H' symbol and the words 'heritage open days'. They MUST stay together and cannot be separated.



A blank area, at the same size as the writing MUST be left around the logo. NO logos, pictures, text or page edges should appear in this area. If you are putting the logo on top of a photo or picture background, make sure it is not in a 'busy' section (see p.5).



The logo should not be used smaller than 25mm wide. Otherwise no one will be able to read it!



The logo should ALWAYS be at least the same size or bigger than other logos on the page.



## Different versions of our primary logo



There are four different versions of the primary logo to use on different coloured backgrounds.

The Pink & Blue version of our logo is the one we prefer you to use. Use it on white or pale backgrounds.

The White & Blue version of the logo is for use on Pink backgrounds.

The White version is for use on black, dark or photographic backgrounds.

The Black version is for use when colour printing is unavailable or on photographic backgrounds.

WHITE  
&  
BLUE



WHITE



BLACK



Large version of our logo



MINIMUM SIZE 60  
MM

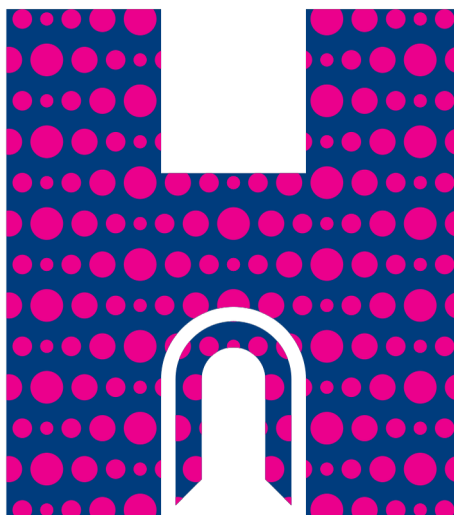
created for use at a larger  
scale,  
This large size logo has  
been

or leaflet  
cover  
eg. on a banner, signage,  
poster

We recommend that the large  
size version of the logo is not  
used any smaller than 60 mm  
wide, as it has been specially  
designed for impact at larger  
sizes.



This logo can be used to  
contain images. **HOWEVER**  
make sure the writing is still  
legible. Otherwise use the 'H'  
symbol as a holding frame for  
images, photographic textures  
or graphic patterns.



It is important that you use our logos in the best possible way to help us to spread the word about Heritage Open Days. Here are a few pointers to help you do this.



Do not position the logo over a busy part of a photographic background.



Use only the approved colour combinations for the logo.



Do not position the logo over a busy graphic background.



Do not distort the logo.



Ensure sufficient contrast between the logo and the background.



Do not alter the relationship between the 'H' symbol and the logo.

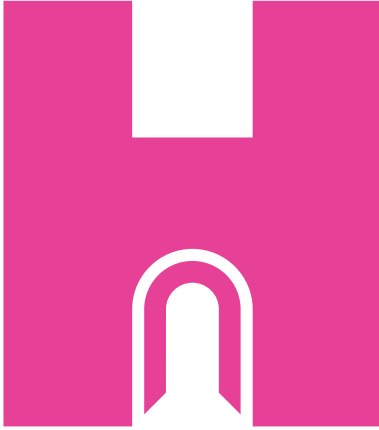


Ensure sufficient contrast between the logo and the background.



Do not type the writing in any other font

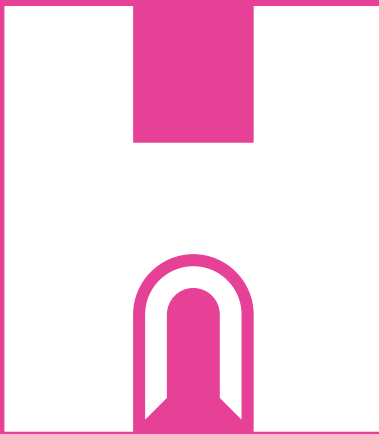
## Colour palette



We really like our colours and we hope you do to! Help us to keep them looking great by using these colour codes to keep your colours consistent to our brand.

Generally PMS is used with professional printers and manufacturers. CMYK is used for at home and standard printers.

RGB and HEX should only be used on a digital screen. We realise this can get a little complicated. If you have any questions about which colour codes you should be using, get in contact with us (see p.8).



### RHODAMINE RED

PMS Rhodamine Red U R:224 G:49 B:136  
C:3 M:89 Y:0 K:0      HEX: e03188

### BLUE PMS 2728

C:96 M:69 Y:0 K:0      R:9 G:83 B:159  
HEX: 09539F

### TURQUOISE PMS 550

C:38 M:4 Y:0 K:19      R:105 G:154 B:177  
HEX: 8cb7c7

PMS: Pantone matching  
RGB: system For screen  
CMYK: 4-colour printing  
Hex: Digital colour codes

## Secondary colours

### Secondary Pink

R: 245 G: 234 B: 240

C:0, M:4, Y:2, K: 4  
PMS 670 C  
HEX: f5eaf0

### Secondary Blue

R:226, G: 244, B: 253

PMS 656 C  
C 11, M 4, Y 0, K1  
HEX: e2f4fd

Secondary colours are only to be used for visual differentiation (e.g. tables, shading of shapes, decorative elements etc.) or to help create visual contrast.

Do not use these colours for text or significant features of documents.

## Fonts

abc

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

ARIAL BOLD

We use Arial as our default font in all communications. This is freely available and pre-installed on all computers.

The regular weight should be used for body text, the bold for headings.

To keep documents accessible avoid the use of italics, underline and all-caps.

## LOGO LIBRARY



HOD1\_MB\_PMS.eps  
HOD1\_MB\_CMYK.eps  
HOD1\_MB\_RGB.jpg



HOD2\_MB\_PMS.eps  
HOD2\_MB\_CMYK.ep  
s HOD2\_MB\_RGB.jpg

The file names shown on this page identify each version of the logo. You can obtain copies of Heritage Open Days logos digitally.

Digital files can be downloaded from the [promotional page](#) on our website.



HOD1\_WB\_PMS.eps  
HOD1\_WB\_CMYK.eps  
HOD1\_WB\_RGB.png



HOD2\_WB\_PMS.eps  
HOD2\_WB\_CMYK.eps  
HOD2\_WB\_RGB.png



HOD1\_WHITE.eps  
HOD1\_WHITE.png



H\_RHOD RED.eps  
H\_RHOD RED.jpg

### File formats

Commercial printers will require .eps files of the logo. They maintain their resolution when scaled up in size.



HOD1\_BLACK.eps  
HOD1\_BLACK.jpg



H\_WHITE.eps  
H\_WHITE.png

For digital applications use the .png files as these have transparent backgrounds. Only use .jpg where compatibility requires it.

### Contact Heritage Open Days

[info@heritageopendays.org.uk](mailto:info@heritageopendays.org.uk)  
[www.heritageopendays.org.uk](http://www.heritageopendays.org.uk)

### Glossary

HOD1: Heritage Open Days primary logotype  
HOD2: Heritage Open Days large size logotype

H: 'H' symbol  
MB: Rhodamine Red (Magenta) & Blue  
WB: White & Blue  
PMS Pantone  
CMYK: Process colour



H\_BLACK.eps  
H\_BLACK.jpg