heritage open days

LOGOS, COLOURS, FONTS EXPLAINED

heritage open days

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

heritage open days

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).

heritage open days

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

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

In partnership with

National Trust

Supported by players of

PEOPLE'S POSTCODE LOTTERY

Awarding funds from

POSTCODE EARTH TRUST

heritage open days

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

heritage open days

WHITE

heritage open days

BLACK

heritage open days

heritage open days

MINIMUM SIZE 60 MM

This large size logo has been created for use at a larger scale, eg: on a banner, signage, poster or leaflet cover.

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.

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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.

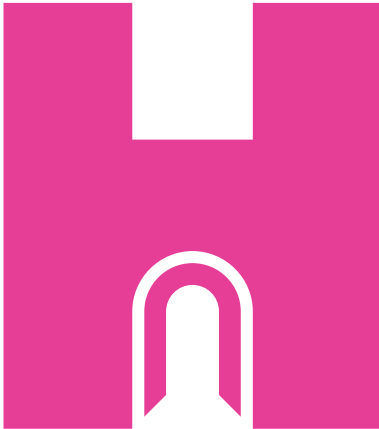Do not alter the relationship between the 'H' symbol and the logo.

Ensure sufficient contrast between the logo and the background.


Do not type the writing in any other font

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 manufactors. 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).
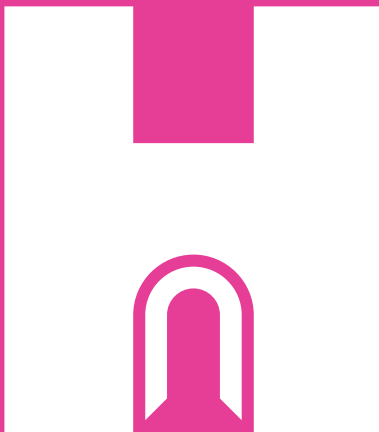
RHODAMINE RED

| PMS Rhodamine Red U | R:224 G:49 B:136 |
| C:3 M:89 Y:0 K:0 | HEX: e854a1 |

BLUE

| PMS 2728 | R:9 G:83 B:159 |
| C:96 M:69 Y:0 K:0 | HEX: 004ebc |

TURQUOISE

| PMS 550 | R:105 G:154 B:177 |
| C:38 M:4 Y:0 K:19 | HEX: 8cb7c7 |

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

We like to use the font Gill Sans for printed materials used in Heritage Open Days. The regular weight is used for body text, the bold weight for headings.

We realise that not everyone has Gill Sans on their computers. Do not worry if you don't, just use Arial instead.

Digital applications
Arial is used instead of Gill Sans for all onscreen and desktop communications. The regular weight should be used for body text, the bold for headings.

abc

Corporate typeface

ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GILL SANS REGULAR

ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GILL SANS BOLD

Screen typeface

ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL REGULAR

ABCDEFGHIJKLMNOQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL BOLD

HOD1_MB_PMS.eps
HOD1_MB_CMYK.eps
HOD1_MB_RGB.jpg

HOD2_MB_PMS.eps
HOD2_MB_CMYK.eps
HOD2_MB_RGB.jpg

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
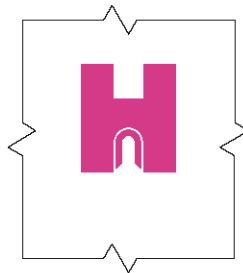
H_RHOD RED.eps
H_RHOD RED.jpg

HOD1_BLACK.eps
HOD1_BLACK.jpg
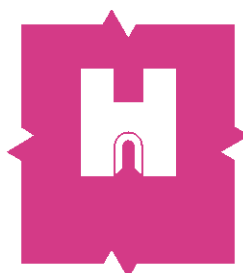
H_WHITE.eps
H_WHITE.png

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

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 Marketing Essentials section of the Heritage Open Days online Organiser Area at www.heritageopendays.org.uk

In order to access this section you need to be logged into your Organiser Area.

If you don't have a log-in, please get in touch with the Heritage Open Days team.

File formats
Commercial printers will require .eps files of the logo. They maintain their resolution when scaled up in size.
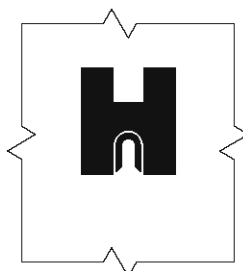
For digital applications use the .jpg or .png files, but don't scale these up in size.

Contact
Heritage Open Days
T.: 0844 335 1884
E.: info@heritageopendays.org.uk
W.: www.heritageopendays.org.uk