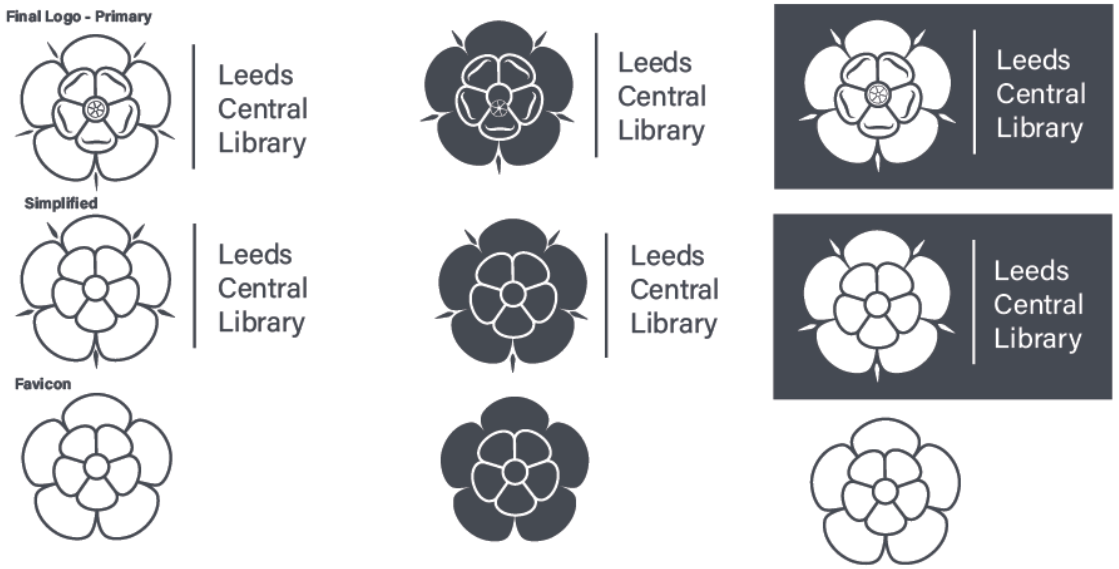
Visual Identity Document
Leeds Central Library.

Approved Logo Colouring

The logo can only be used in these primary colours from the approved colour palette. The logo should not be used in any other colours.

Logo variations

The logo can be simplified down in the following manner.

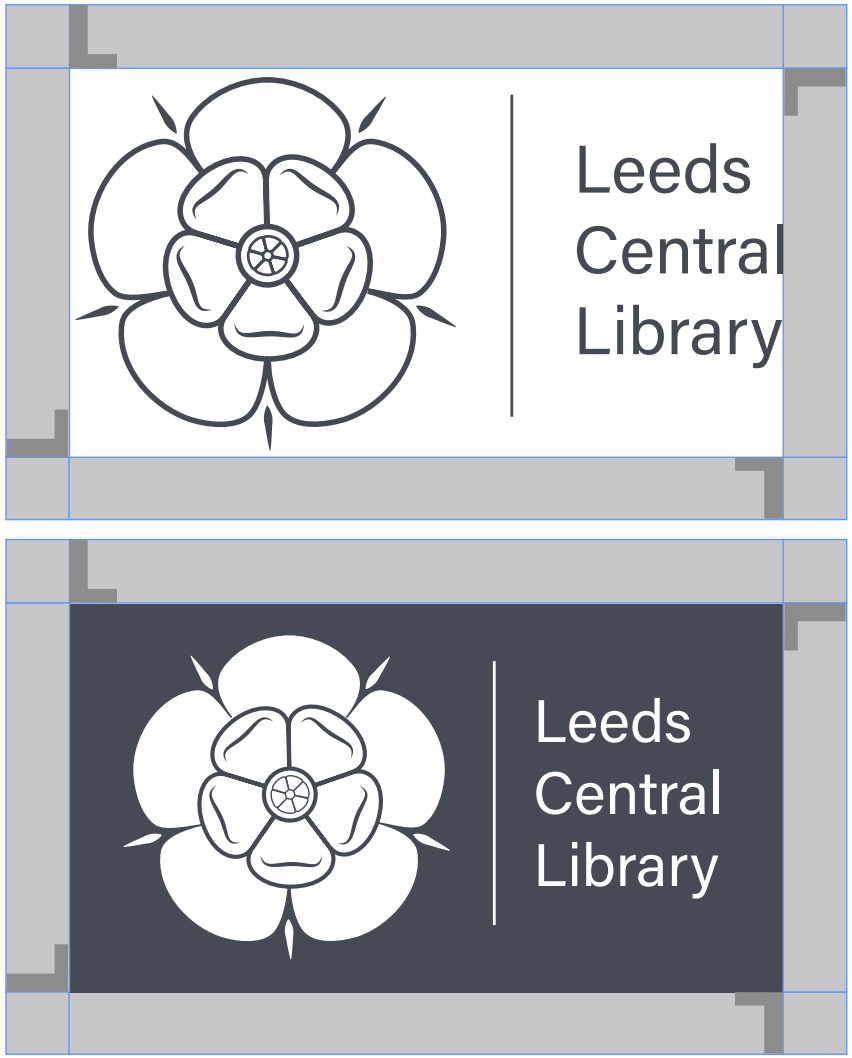


Approved Logos - Spacing

Spacing

The plain logo without a solid background must fill the spacing. However, when a coloured box is included. The box must fill the space.

Approved colours for the logo are white and grey. White and orange and orange and grey.



Colours & Typography

Primary

#454A51

#D97A07

#FFFFFF

Secondary

#6BB0BF

#BC0404

#BF5E5E

Typography, Typefaces and Fonts

Acumin Variable Concept, Bold

Use for headings, Symbols and Numbering.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

The quick brown fox jumps over the lazy dog.

0123456789#!?

Acumin Variable Concept, Semi-bold

Use for headings, Symbols and Numbering.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

The quick brown fox jumps over the lazy dog.

0123456789#!?

Ariel, Regular

Use for headings, Symbols and Numbering.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

The quick brown fox jumps over the lazy dog.

0123456789#!?

Contextual Examples

Contextual Examples - Merchandise

Contextual Examples - Advertising