KINGSCROSS FUND

Visual Identity Guideline

THE LOGOMARK DESIGN

LOGO VARIATIONS (HORIZONTAL)

LOGO VARIATIONS (VERTICAL)
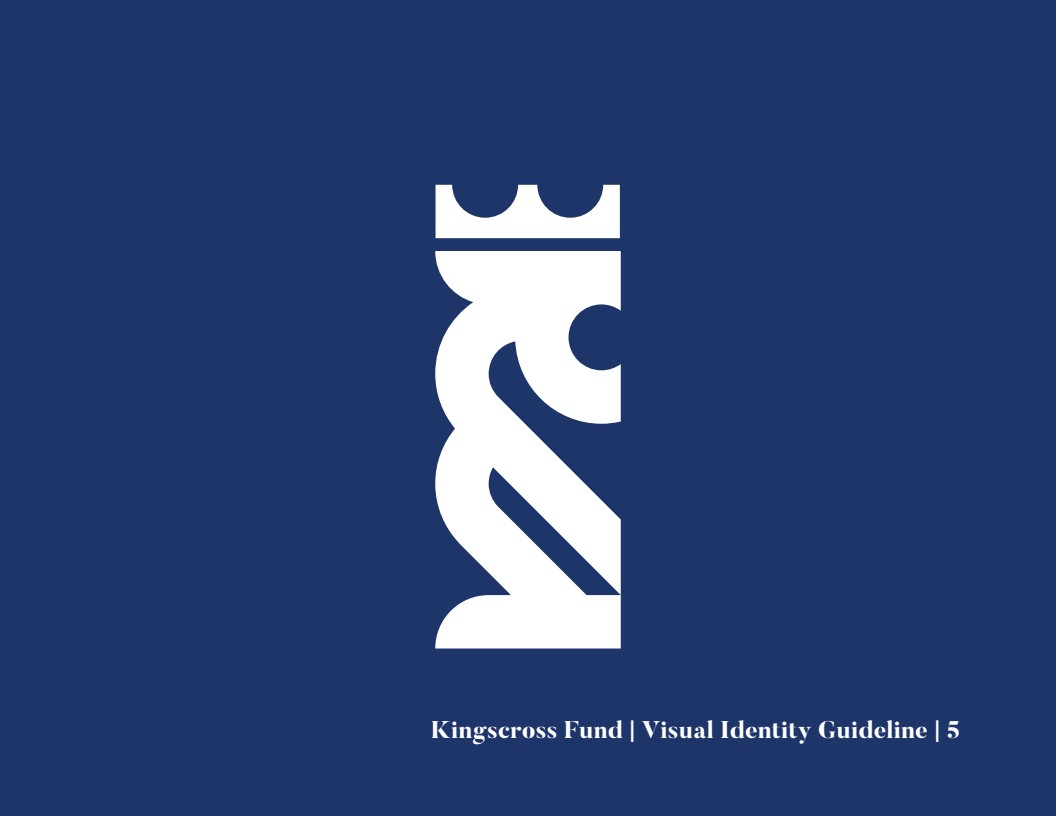

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LOGO MARK VARIATIONS

CLEAR SPACE AND MINIMUM SIZE (HORIZONTAL LOGO)

The brand identity must always stand out clearly and legibly, free of visual clutter. Clear space and minimum size standards help to ensure that our identity is given the prominence it deserves.

CLEAR SPACE

Always maintain a minimum clear space around the logo. The width of the minimum clear space must be consistent around the entire perimeter of the logo and should be the height of the bands of the logo, as shown.

MINIMUM SIZE

A minimum size has been set for the brand identity. It may not be scaled down any more than the minimum size shown. This helps to ensure that the brand identity is always legible.

Clear Space Requirements

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Mininum Size

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4" Width

CLEAR SPACE AND MINIMUM SIZE (HORIZONTAL LOGO)

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MINIMUM SIZE

A minimum size has been set for the brand identity. It may not be scaled down any more than the minimum size shown. This helps to ensure that the brand identity is always legible.

Clear Space Requirements

Mininum Size

2.5" Width

TYPOGRAPHY AND COLOUR PALETTE

Typeface

Butler

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()~_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()~_+

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()~_+

Primary Colour

CMYK: 100-89-29-19 | RGB: 32-53-106 | HEX: #20356A

Secondary Colour

CMYK: 18-100-100-9 | RGB: 188-21-33 | HEX: #BC1521

CMYK: 3-37-88-0 | RGB: 242-170-59 | HEX: #F2AA3B

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