THE BRITISH SHOOTING SHOW BRAND GUIDELINES

LOGO

CLEAR SPACE

To establish a clear space around the logo, use the height of the 'B' in British. It should be equal on all 4 sides of the logo, so the 'B' must be rotated 90° on the left and right sides.

The logo should never be displayed without this minimum clear space unless authorised in writing by the British Shooting Show management.

DISPLAYING THE BRITISH SHOOTING SHOW LOGO

The British Shooting Show logo has been designed specifically to display on even the most complex of backgrounds. With this in mind, please do not edit or adjust the logo.

Whilst we understand it may not fit in with your own branding, it is important that the British Shooting Show marks remains consistent on all platforms that it is displayed on.

LOGO

Do not 'stretch' or 'squash' the logo outside of its original proportions.

Do not change any of the colours of the logo. This includes applying any filters to the logo e.g sepia or greyscale.

Do not de-construct the logo. We like it how it is, so please leave it be.

Do not adjust the transparency of the logo. This includes the use of blending modes.

DO Feel free to place the logo over images, colours textures or patterns.

IF IN DOUBT, ASK!

If you are in doubt, or would like to run an idea past us, please get in touch before publishing any content.

We will be happy to work with you and best advise on the correct use of the brand.

COLOUR PALETTE

DARK BLUE

HEX: #1A243A

RGB: 26, 36, 58

CMYK: 97, 82, 47, 57

BSS YELLOW

HEX: #FDC825

RGB: 253, 200, 37

CMYK: 0, 23, 89, 0

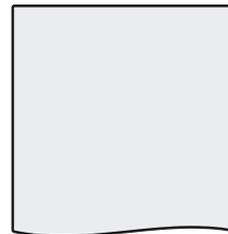## BSS BLUE

HEX: #25356D

RGB: 37, 53, 109

CMYK: 99, 86, 27, 14

BSS FADE

HEX: #EAECEF

RGB: 234, 236, 239

CMYK: 10, 6, 5, 0

TYPEFACE

Poppins

Poppins Poppins **Poppins** **Poppins** Poppins Poppins *POPPINS*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

For copy: Poppins Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent in quam turpis. Cras faucibus lorem eget felis feugiat, a commodo ligula vehicula. Phasellus accumsan leo neque, non venenatis nulla mollis et. Donec nec diam pellentesque, dignissim dui quis, vehicula ex. Nam eros turpis, imperdiet pretium malesuada quis, commodo eget lacus.

For titles: ***POPPINS BLACK ITALIC (CAPS)***

VISIT THE GREAT BRITISH SHOOTING SHOW XXTH – XXTH FEBRUARY 0000

CONTACT US

FOR ALL BRANDING ENQUIRIES.

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FOR ANYTHING ELSE...

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