

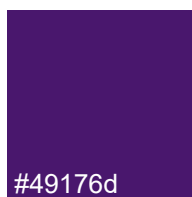


#LOVEAUDIO

12-16 July 2021

Love Audio Style Guide

Colour Palette



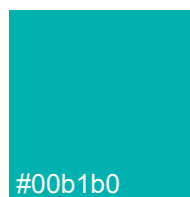
#49176d

R73 G23 B109



#28d352

R40 G211 B82



#00b1b0

R0 G177 B176

Primary Typeface

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz

Helvetica

Use this typeface for all promotional materials, e.g. brochures, flyers, direct email campaigns, websites and social media cards.

Secondary Typeface

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuv
wxyz

Arial

If you don't have access to Helvetica, you can use Arial. Arial is a sans-serif typeface comprising the following styles: Regular, *Italic*, **Bold**, **Bold Italic**, **Black**, *Narrow*, *Narrow Italic*, **Narrow Bold**, **Narrow Bold Italic**.

Using the Logo



Use the primary logo on all branded materials. Always ensure that there is enough white space around the logo for it to maintain prominence.



Use the secondary logo on dark or graphic backgrounds.



Be careful not to distort the dimensions of the logo when you resize it.

Tip: hold down shift when resizing.

Add the Creative Cloud Library to your Adobe account:
<https://adobe.ly/2UXZeVH>

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