



Brand Guidelines

These guidelines are to help us use our logo correctly and consistently - allowing Keswick Tourism Association to be a strong and easily recognised presence amongst the wide range of marketing material facing tourists in the Lake District.

The logo accompanying these guidelines is available in a range of formats and sizes.

If you have any questions please contact the Tourism Officer on 017687 75738

Keswick Tourism Association : Colours

The colours for the Keswick Tourism Association logo are shown below and are represented in the four colour process (ie. Cyan, Magenta, Yellow and Black.)

Keswick Lime:
Cyan=33% Magenta=0% Yellow=100% Black=0%

Keswick Dark Blue:
Cyan=100% Magenta=100% Yellow=0% Black=43%

The large logo can be printed in black and white or 'reversed out' ie. white out of black.

Keswick Sky Blue:
Cyan=100% Magenta=10% Yellow=0% Black=10%

Keswick Grey:
Cyan=0% Magenta=0% Yellow=0% Black=40%

Safe Area

The *Safe Area* shows the amount of clean space which should surround the logo. The area is based around the proportions of the capital letter 'I'.



Safe Area

Typeface – Cumbrian Display

The typeface for the logo is *Cumbria Display* and should not be replaced with any other. You may also use typeface in the content of your marketing material.

Please refer to the guidelines which have been developed separately and are available at www.cumbriatourism.org/marketing/branding.aspx

abcdefghijklmnopqrstuvwxyz 1234567890 .,:;=/\[\]
ABCDEFGHIJKLMNOPQRSTUVWXYZ +:”*@£%&()!?

**Keswick Tourism Association :
Voice Logo - Sizes**

The Voice logo has been developed for Keswick Tourism Association to promote itself to its members. Only Keswick Tourism Association may use this version of the logo. All stationery used for the purposes of communication to members will use this primary logo.

The Voice logo will be used by Keswick Tourism Association when communicating to its members, whether by e-newsletter, press releases aimed at members, membership forms etc.

The diagrams below show the minimum sizes which the logos can be reduced due to legibility.

The *large* version must not go any smaller than 120mm across and should be used where it needs to be as strong as possible: posters, large adverts etc.

The *small* version shows a slightly different arrangement and should be used primarily in newsprint, stationery, email signatures etc.

Please note that the black and white small version is the *only* time when the two 'K's appear in solid black.

These logos are available in two formats: for web/email use (*KTA Logo LG Colour Web.jpg*) and for print use (*KTA Logo LG Print* and *KTA Logo SM Colour Print*). 'LG' standing for 'Large' and 'SM' for 'Small'.



Minimum size for the large version: 120mm



**Minimum size for
the small version:
30mm**



**Minimum size for
the small version:
30mm**

Keswick Tourism Association : Master Logo - Sizes

The Master logo has been developed for Keswick Tourism Association to identify that a document has been produced by them either on a website, a document such as the Keswick Holiday Guide or when sponsoring an event. Letters to visitors will also use headed paper containing this logo.

Only Keswick Tourism Association may use this version of the logo and not for use by members.

The diagrams below show the minimum sizes which the logos can be reduced due to legibility.

The *large* version must not go any smaller than 120mm across and should be used where it needs to be as strong as possible: posters, large adverts etc.

The *small* version shows a slightly different arrangement and should be used primarily in newsprint, stationery, email signatures etc.

Please note that the black and white small version is the *only* time when the two 'K's appear in solid black.

These logos are available in two formats: for web/email use (*KTA Logo LG Colour Web.jpg*) and for print use (*KTA Logo LG Print and KTA Logo SM Colour Print*). 'LG' standing for 'Large' and 'SM' for 'Small'.



Minimum size for the large version: 120mm



Minimum size for
the small version:
30mm



Minimum size for
the small version:
30mm

**Keswick Tourism Association :
Members' Logo - sizes and formats**

A secondary logo has been developed for our members to use independently. Members may use this in conjunction with their own business's logo to qualify them as a full member of the Keswick Tourism Association.

The members' logo is only ever likely to appear in a small format (as part of an email signature or additional logo to a leaflet etc.) For this reason only one size has been created - it is however available in two formats: one for web and email use (*KTA Member Logo SM Web.jpg*) and the other for print use (*KTA Member Logo SM Colour Print*).



**Keswick Tourism Association :
the lake district - Sizes**

**Only to be used by Keswick Tourism Association
and NOT for use by members.**

A Keswick the lake district logo has also been developed and will be used as a visitor facing brand. This version is not to be used by members.

The diagrams below show the minimum sizes which the logos can be reduced due to legibility.

The *large* version must not go any smaller than 120mm across and should be used where it needs to be as strong as possible: posters, large adverts etc.

The *small* version shows a slightly different arrangement and should be used primarily in newsprint, stationery, email signatures etc.

Please note that the black and white small version is the *only* time when the two 'K's appear in solid black.

These logos are available in two formats: for web/email use (*KTA TLD Logo LG Colour Web.jpg*) and for print use (*KTA TLD Logo LG Print and KTA TLD Logo SM Colour Print*). 'LG' standing for 'Large' and 'SM' for 'Small'.



Minimum size for the large version: 120mm



**Minimum size for
the small version:
30mm**



**Minimum size for
the small version:
30mm**

**Keswick Tourism Association :
Dos and Don'ts**

Below are examples of what some people might do to our logo. Altering, 'tweaking' or developing the logo will cause confusion with your target audience and should *never* be attempted.



Do not rearrange the components



Do not alter the colours

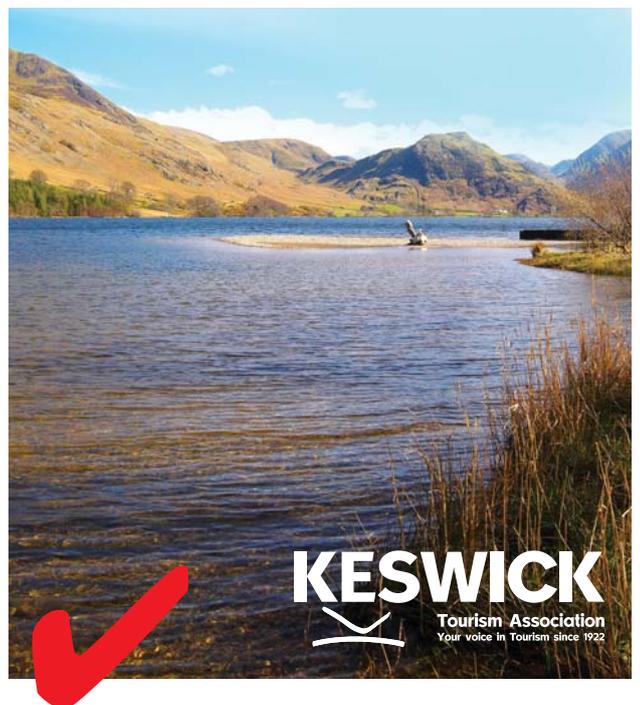
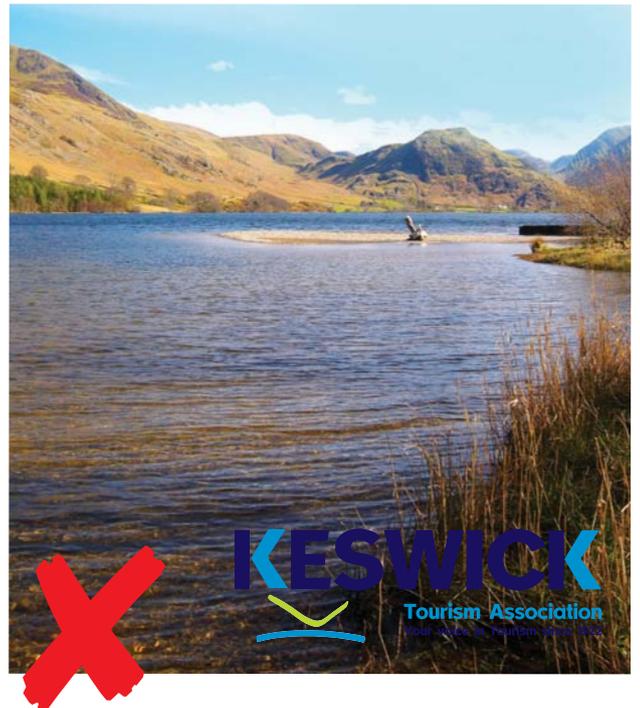


Do not alter the proportions



Never place the logo at an angle

Sometimes you may wish to place the logo over the top of an image. If you use the colour versions (or even the black and white versions) this would make the logo difficult to read so please use the logo 'reversed out' of the image.



If you find that the logos provided don't quite fit your application please contact the Tourism Officer on 01768 75738 and they will endeavour to find a solution.