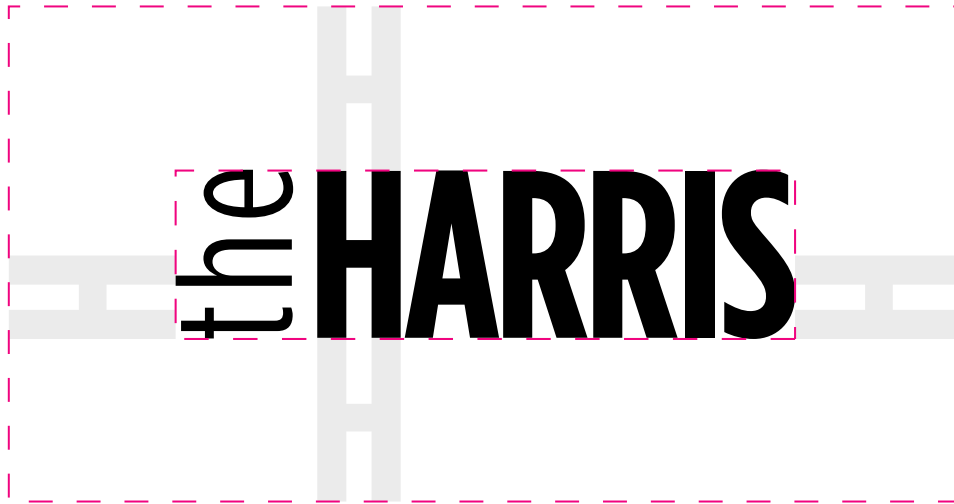
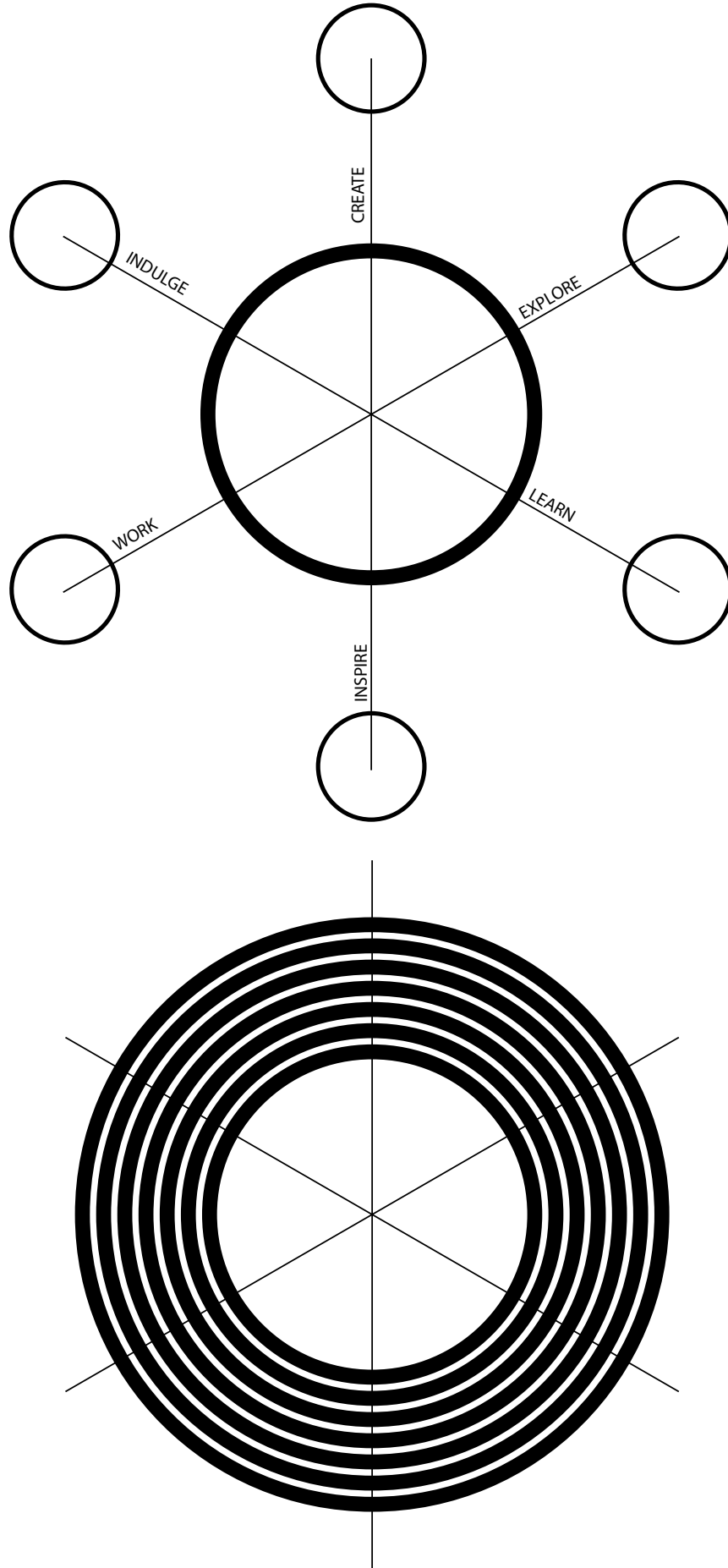


**The logo
Exclusion Zone**



The Logo

The main logo is set in the core Gotham font and should primarily be displayed black on white. It will always appear in the top left of all collateral.



Concept

Each column represents a Verb that will form the structure of communications. The core graphic representation has been woven and interlocked referencing the different floors, exhibition pieces and the programmes run by the establishment.

The Harris Stamp
Exclusion Zone



Not to be used over imagery

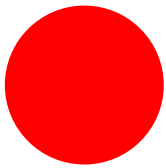
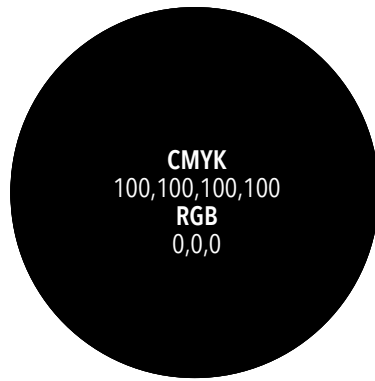


The Harris Stamp

The stamp is used as a graphical element to add dynamic colour and style that gives distinction.



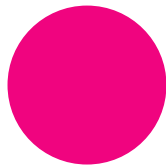
Colour Palette



CMYK
0,100,100,0
RGB
255,0,0



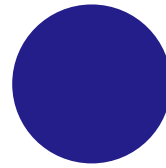
CMYK
100,0,30,0
RGB
0,153,155



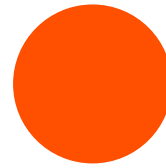
CMYK
0,100,0,0
RGB
240,15,131



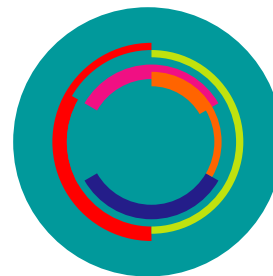
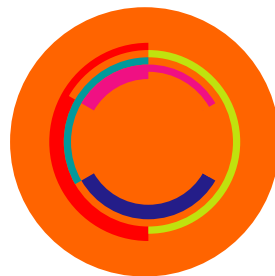
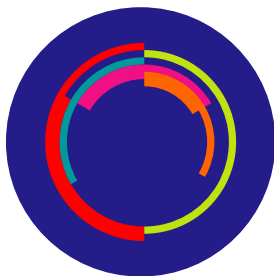
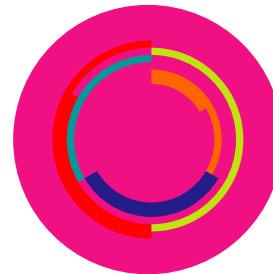
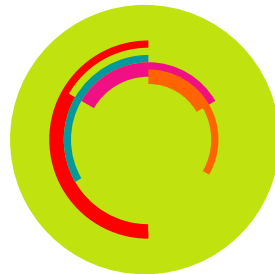
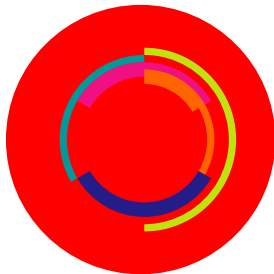
CMYK
25,0,90,0
RGB
191,226,37



CMYK
92,83,0,0
RGB
35,30,138



CMYK
0,69,100,0
RGB
255,79,0



Colour

The new colour palette will reflect the multifunctioned approach to operations and the new blended offer. Use colour to help guide the audience. When using the logo mark against colour, only use the colours in the palette.



Gotham Condensed Family

Book

1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Medium

1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

1 2 3 4 5 6 7 8 9

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

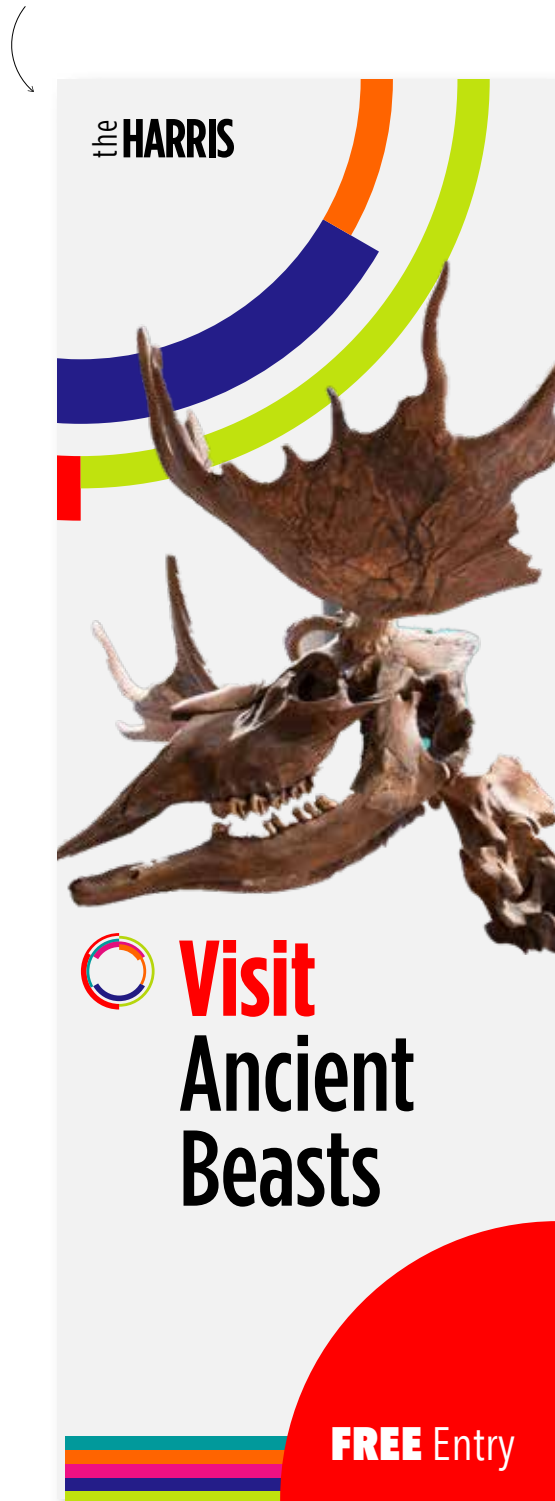
These Circles can be increased or Decreased depending on the message.



Example...

Using the Palette you can use the circular structure as information containers. The use of cut out images is preferable when promoting a specific event. The Harris stamp can be used as a pre-cursor for information to help draw attention.

Expanding the main logo mark
and also be used as a container:



...Example Continued

The new identity can use multiple colour on the same piece as well as using single colour to promote a specific subject.

Banner Examples:

the HARRIS

18/08/2019

Discover what makes Preston special in our history gallery.



Visit Ancient Beasts

Stacked partner logos

PRESTON DISTRICT COUNCIL LANCASTSHIRE COUNTY COUNCIL ARTS COUNCIL ENGLAND HERITAGE FUND

FREE Entry

the HARRIS

18/08/2019

Discover what makes Preston special in our history gallery.



Amazing Fashion Relics

PRESTON DISTRICT COUNCIL LANCASTSHIRE COUNTY COUNCIL ARTS COUNCIL ENGLAND HERITAGE FUND

FREE Entry

the HARRIS

18/08/2019

Discover what makes Preston special in our history gallery.



Explore Interactive Kid Zones

PRESTON DISTRICT COUNCIL LANCASTSHIRE COUNTY COUNCIL ARTS COUNCIL ENGLAND HERITAGE FUND

FREE Entry





Banner Examples Continued:

the HARRIS

18/08/2019

Discover what makes Preston special in our history gallery.




 Visit Ancient Beasts


FREE Entry

the HARRIS

18/08/2019

Discover what makes Preston special in our history gallery.



 Amazing Fashion Relics

FREE Entry

the HARRIS

18/08/2019

Discover what makes Preston special in our history gallery.

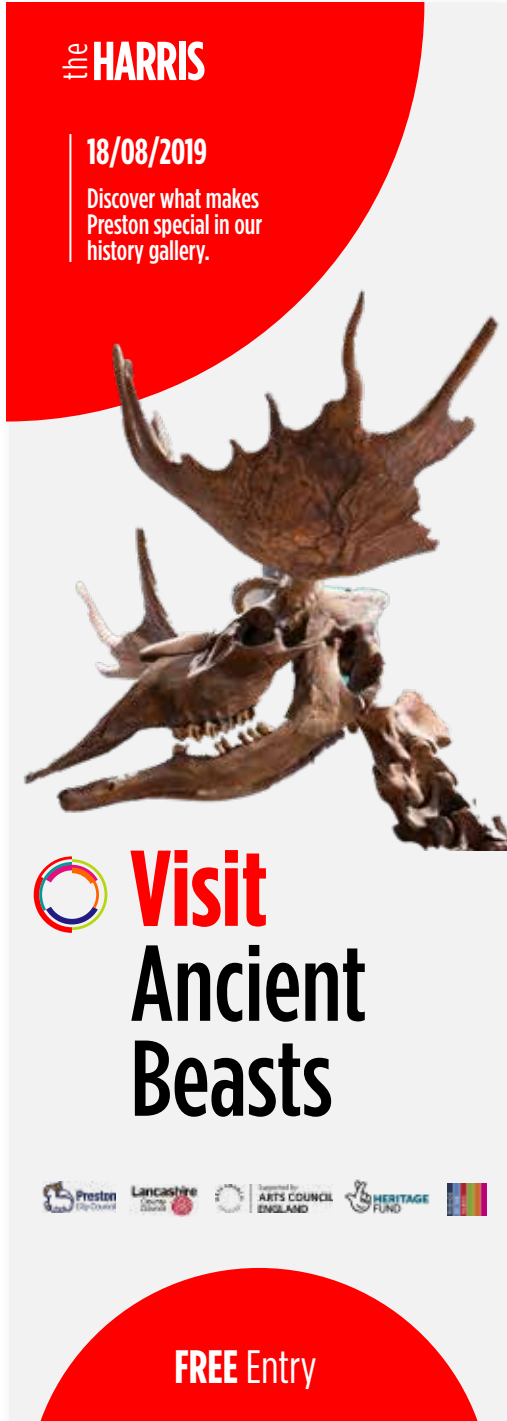


 Explore Interactive Kid Zones

FREE Entry



Example 1:



Example 2:



...Example Continued

Partner logos are an important part of the brand and should be used when ever possible, in a prominent position. Full colour versions of the logos should be used when possible however as the example shows, mono versions of partner logos can be used if individual brand guidelines permit.



Application Example

The new brand should always appear fun and inviting, whilst retaining a clean uncluttered feel throughout all marketing collateral.