

PRODUCED IN KENT CORPORATE IDENTITY



A solid corporate identity helps to build a consistent visual image that emphasises our market impact and recognition. Our identity has become a mark of quality, of standards and excellence. In order to continue its success and notability, our identity must be implemented consistently across all our business and promotional activities. In order to achieve this we have provided you with these basic guidelines.

THE *PRODUCED IN KENT* LOGO

Pantone 385 U



Wherever possible the logo should appear in its green colour



- The logo image and type must never be separated, modified or distorted.
- The logo must never be vertically or horizontally stretched to fit a desired space.
- For internal digital documents only use the RGB jpeg file.
- For printed material only use the Pantone or CMYK EPS file.
- The copyright symbol must always appear within the logo's parameters as shown here.



Minimum logo size and exclusion zone



Minimum logo size: 15mm high

Exclusion zone



There should always be a minimum exclusion zone of the letter 'K' around the logo's parameter. This rule should be applied in all applications

COLOUR

Wherever possible the logo should appear in Pantone Green 385 on a white background.

Occasionally when it is necessary to place the logo on a coloured background or a photographic image, the logo must always appear in a white box with a white keyline around it. The minimum keyline width required is 1pt. Authorised logos will always be supplied with a white keyline already incorporated into the logo.

Pantone 385 version



Mono version



This version of the logo must only ever be used when printing budgets restrict the use of colour.

Pantone

385

CMYK

Cyan 3%
Magenta 0%
Yellow 100%
Black 58%

RGB

Red 114
Green 110
Blue 32

Websafe

HTML
726E20



Acceptable colour variations



It is preferred that the logo only appears on a white background



The logo must always appear in a white box with a white keyline around it on an image background

Unacceptable colour variations



Never place on a dark or stronger colour



Never place on a patterned or busy background

TYPEFACES

PRODUCED IN KENT Corporate typefaces

The family of **Bliss** should be used on all printed documents. However, we acknowledge that to achieve maximum impact it will often be necessary to use unique typefaces to support a unique marketing message. For all Word, PowerPoint and PDF documents the Microsoft font **Arial** should be used in all its forms (bold, italic etc).



Printed (litho) fonts:

Our corporate typeface is...

Bliss Light

Our corporate typeface is...

Bliss Medium

Our corporate typeface is...

Bliss Regular

Our corporate typeface is...

Bliss Italic

Our corporate typeface is...

Bliss Bold

Our corporate typeface is...

Bliss Extrabold

Microsoft document fonts:

Our corporate typeface is...

Arial

Our corporate typeface is...

Arial Italic

Our corporate typeface is...

Arial Bold

Our corporate typeface is...

Arial Bold Italic

Recommended supporting fonts:

Our corporate typeface is...

Zapfino

OUR CORPORATE TYPEFACE IS...

Trajan

Should you require further information about these guidelines or an authorised logo please contact Julie.Monkman@producedinkent.co.uk

A *Produced in Kent* member logo is available for use on all member products and literature. Separate guidelines are in place for this member logo.

Should you require a high resolution logo and its guidelines for use, please contact Julie.Monkman@producedinkent.co.uk