



REVEAL

Towns of Culture
2025

BRAND GUIDELINES

PORTLAND & WEYMOUTH

Wallis Agency 2025



LOGO - LANDSCAPE

The logo can be used with 'Towns of Culture' on the right or left, to maximise use.



LOGO - STACKED

As with the landscape version, 'Towns of Culture' can be used above and below.

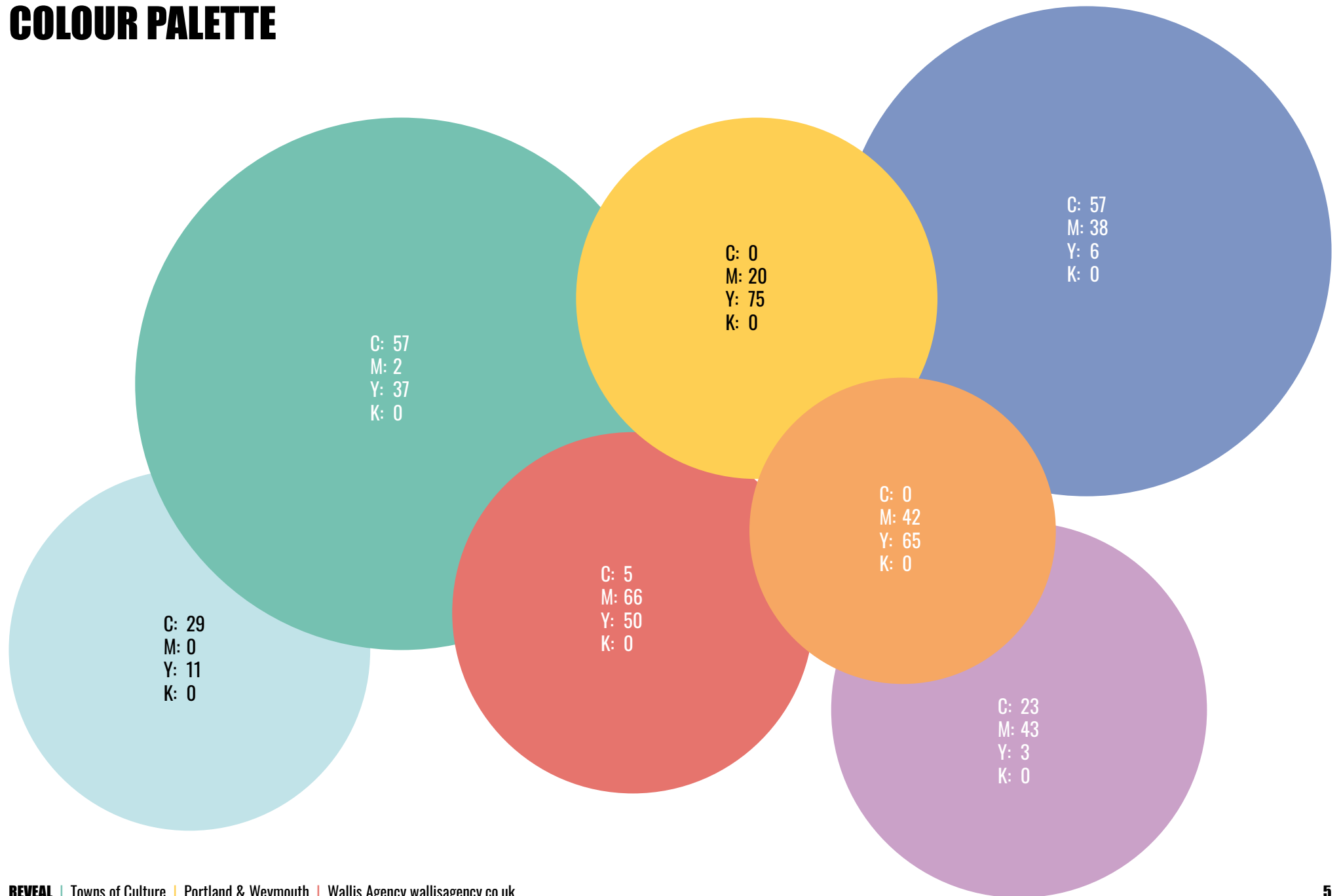


LOGO VARIATIONS

These can be used both landscape and stacked. Do not mix colours, the 'mark' on the 'R' must match the background box.



COLOUR PALETTE



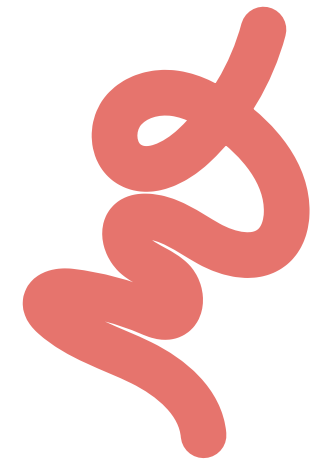
TYPOGRAPHY

TITLE FONT - IMPACT

All other fonts: Oswald

SUPPORTING 'MARKS'

These 'marks' can be used as additional design tools to enhance artwork and add visual interest.



MINIMUM SIZE / SAFE SPACE

The height of the 'Reveal' text and box must be no less than 12mm. The minimum clear space around the logo must be equal to the height of the 'L' in the logo. This space must be maintained on all sides of the logo to ensure visibility and consistency.



LOGO - REVERSE

For use on dark backgrounds. The black logo is always preferred.



HOW IT ALL COMES TOGETHER



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THANK YOU

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