

DESIGN GUIDELINES

COLOUR PALETTE

#fd6d73	#ffca76
#217c9c	#aad67c
#1295c4	#58baae
#ff9166	#6d61aa
#363845	#fcfcfc

LOGO



COLOUR VARIATIONS



SUBMARK



COLOUR VARIATIONS



TYPEFACES

Headers

**LETTER
SKETCH**

Body Copy One

**Neue Haas
Unica Bold**

Body Copy Two

Neue Haas
Unica Regular

TYPOGRAPHY

THE PRIMARY FONT IS USED FOR HEADINGS AND SUBHEADINGS.

The secondary font is for body copy. Use **Bold** for opening, then Regular for the rest.

For main headings, use Letter Sketch with tight line and letter spacing (as shown) and limit titles to ten words. On the right you'll find alternative typography examples and above is the colour palette – follow the variation guide when pairing colours.

For body copy, set text in Neue Haas Unica. Keep the line and letter spacing generous – default values work, but increase them slightly if it improves readability.

30 JULY – 4 AUGUST 2025
BATH & WEST SHOWGROUND
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DESIGN ASSETS



EXAMPLE LAYOUTS

