



WOVEN

A CELEBRATION OF
INNOVATION IN TEXTILES

BRAND GUIDELINES

01 LOGOS

These are the three main WOVEN logos. They are to be used across branding and promotional materials.

The logo should always be clearly legible and not get overpowered by images. The logo should never be recreated in text form.

The logo should appear in only black or white. The primary logo colour is black but for usage against coloured backgrounds and imagery it can be stylised white-out.

Personalisation of the WOVEN roundel

The roundel logo can be customised to reflect the different areas within Kirklees taking part in WOVEN so rather than 'In Kirklees' underneath 'WOVEN' it could be 'In Mirfield' or 'In Dewsbury'. A selection of these have already been created and can be requested from Alison McIntyre or Browndog.



Logo

WOVEN

Logo with strapline

WOVEN

A CELEBRATION OF
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WOVEN Roundel



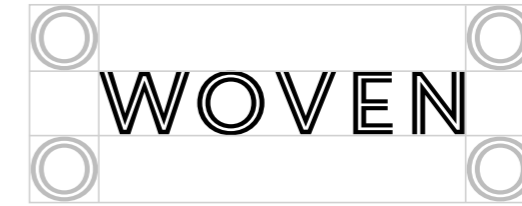
01

LOGO USAGE

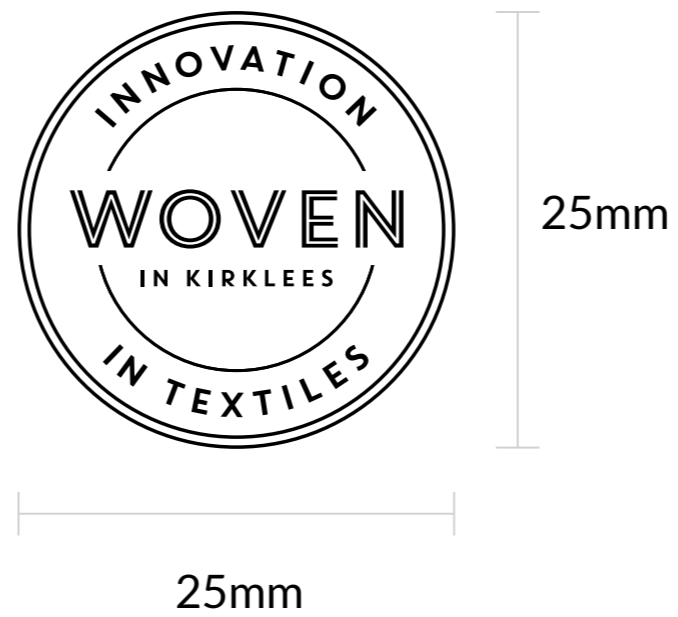
The clear space around the outside of the logo is determined by the width of the WOVEN 'O'.

The minimum size for both versions of the logo is 25mm width.

Clear Space



Minimum Size



01

LOGO USAGE

Do not alter or make any modifications to the WOVEN logo. There are a range of approved logo options available so that the logo is as flexible as possible.



Don't recolour the logo



Don't stretch the logo



Don't outline the logo



Don't rotate the logo



01

LOGO USAGE

The logo must be displayed clearly at all times and should not be placed upon an image resulting in the logo becoming unclear or hard to read.

An alternative would be to use the roundel logo with a coloured background. Examples of this can be found further on in this document.



01

LOGO USAGE

For occasions where a logo is needed on a background image, the WOVEN roundel should be used with a coloured background.

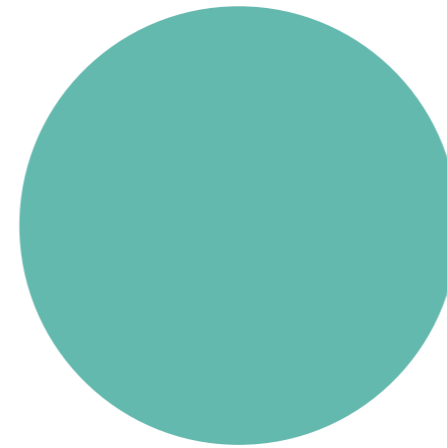


02

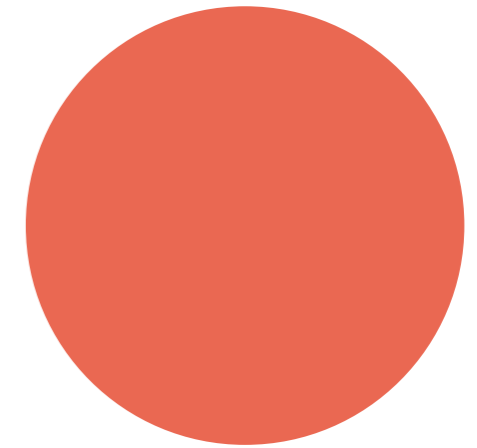
COLOUR PALETTE

Blue, Coral, Purple and Yellow, are the four main colours among the WOVEN colour palette.

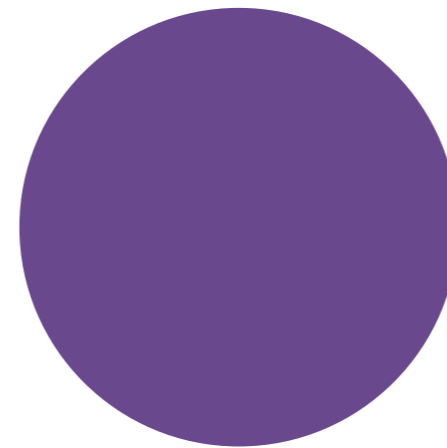
These colour conversions have been specifically chosen, and must be used across all mediums to ensure consistency amongst branding and promotional materials.



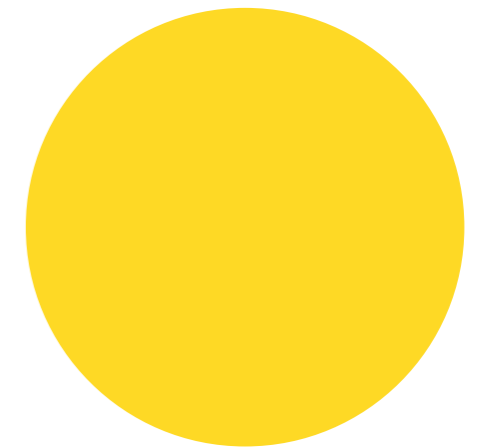
WOVEN Blue
Pantone 563 C
C62 | M4 | Y37 | K0
R101 | G186 | B175



WOVEN Coral
Pantone 7416 C
C2 | M71 | Y66 | K0
R234 | G104 | B82



WOVEN Purple
Pantone 7678 C
C71 | M80 | Y9 | K1
R105 | G72 | B42



WOVEN Yellow
Pantone 7416 C
C2 | M71 | Y66 | K0
R234 | G104 | B82

Pantone & CMYK: Printed Media
RGB: On-screen Media



03 PATTERNS

Three main patterns hold the brand elements together. They are to be used as a motif across the branding materials and become synonymous with the WOVEN brand.

The colours are specific to each pattern, do not change the colour combinations of the patterns.



Stockinette



Cable Knit



Basket Weave



04

USE OF IMAGERY

The images used throughout the
WOVEN brand must be high quality,
clear and engaging.



05

USE OF FONTS

Core Circus 2D Double Regular should be used for Headings.

Where this font isn't available use Lato Bold. Lato is a Google Font available for free download at fonts.google.com.

Lato should be used for everything other than headings. Sub headings should be in Bold and body copy should be in Regular.

A B C D E F
G H I J K L M
N O P Q R S T
U V W X Y Z

Core Circus 2D Double, Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Lato, Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Lato, Bold



06

FLAGS

Flags have been produced in this style so any more that are produced should follow this style



07

PULL UP BANNERS

A series of pull up banners have been produced that follow this style.



08

THE BIG KNIT

The Big Knit Posters have been produced with an 'empty belly' section so that hosts can handwrite the details of their event and maintain consistency of the brand. The style should reflect the poster to the right.



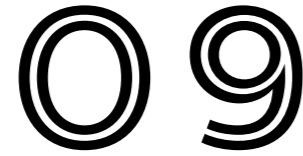
09

FLYERS & POSTERS

Branded letters and posters should follow a set style. The combination of pattern/logo background/call to action band should remain consistent.

Where possible branded stationary that has lengthy copy should use a 2 column grid.





FLYERS & POSTERS

When using the WOVEN patterns, it is essential that logo and banding pairings are made correctly.

What follows is a guide for correct usage of the pattern branding and logo pairings. The colour behind the roundel should be the same as the call to action band at the bottom of the page.

Under no circumstance should the following logo and colour pairings be mix & matched.

Option 1

Stockinette Pattern
White logo on WOVEN Blue
WOVEN Blue Banding

Option 2

Cable Knit Pattern
White logo on WOVEN Coral
WOVEN Coral Banding

Option 3

Basket Weave Pattern
White logo on WOVEN Purple
WOVEN Purple Banding



Option 1



Option 3



Option 2

