

# Better Burnley identity style guide

The better burnley identity is comprised of three elements, the words 'better burnley' (Flux font) the abstract sun and the strapline. They must always appear together; they should not be stretched, distorted or changed in relative size.

There are 2 options for the logo, number 1 is the preferred option, but if space or legibility is an issue option 2 should be used.

## minimum size

The better burnley has good legibility, however to ensure the best possible reproduction, the preferred identity should not be reproduced smaller than 40mm. Option 2 should be used when being reproduced smaller than 40mm

## 'a new view'

The position of the strapline is underneath the words 'better burnley'. The strapline is a fundamental part of the identity and should always be included.

## colours

The better burnley identity has a palette of 2 colours.

Yellow - Pantone 124      Purple - Pantone 520

The words 'better burnley' are 40% and 100% Pantone 520

To ensure the identity remains strong no other colours should be used. However there will be exceptions, in this case ensure a strong spot colour is used which contrasts with the design around it (i.e dark colour on white, or white on a dark colour). The words better burnley must still adhere to the 40% and 100% rule.

## exclusion zone

There is an exclusion zone around the identity of at least 5mm on all sides and nothing should be used within this zone. This rule applies to both words and graphics. This exclusion zone is important as it guarantees clear space and prevents any interference.

## 1) Preferred Option



## 2) 2nd Option

