



30
bird



Hello

30
bird

Welcome to the 30 Bird brand book, in which we aim to give you a few pointers of applying our brand elements.

We'll introduce you to our logo and how to use it, our colours, our fonts as well as provide a few ideas of how to bring them together.

These guidelines are intended to be just that – guidelines. We hope they help you to keep of level of consistency in our appearance and to show us at our best. However like all rules they're there to be broken if the situation calls for it. We don't want to stop anyone experimenting and having a play – just run it past us first.

A woman in a white, short-sleeved dress is captured in a dynamic, low-angle shot, running across a metal grate floor. She is leaning forward, with her right arm extended back and her left hand on her hip. The scene is dimly lit, with a strong light source from the side creating a dramatic silhouette and highlighting the texture of her dress and the grate. The background consists of dark, textured walls, possibly brick or stone, with a vertical strip of lighter material on the right side.

Contents

7 Part I: The Basics

- 9 Our Logo
- 11 Minimum Logo Sizes & Clearspace
- 13 Colours
- 15 Typography
- 17 Example Documents

19 Part II: Bringing It All Together

- 21 Using Colours with Photography
- 23 Using the logo with Photography
- 25 Lock-Up Logo
- 27 Lock-Up Logo Specification
- 28 Contact Details



This section looks at the ingredients that make up the core of our visual identity:- our logo, our fonts and our colours. We've tried to keep things as simple and flexible as possible so that there is plenty of scope to play within our brand guidelines – we're an arts organisation after all and want to encourage you to experiment and have fun.

The Basics



30 bird

Here is our logo in its simplest form. Its dimensions should not be altered in any way though we are quite flexible in where it appears and in what colour. Please see [pages 11 and 23](#) for more info on how to apply it in the real world.



Minimum Size & Clearspace



Minimum Size
To help with consistency we have a couple of simple rules for working with the logo. To ensure legibility please don't use it any smaller than **12mm** on printed material.



Clearspace
We also ask that you leave this amount of clearspace around our logo at all times, just to make sure it doesn't get lost in a crowd. If in doubt, use the 0 in 30 as a guide like this.

Colours



Main Colour

Burgundy (or PMS 7622c for the designers out there). This our main colour and should be used as the default hue across all our non-image based branded material as well as on the simple version of our logo. If you can only use one colour on an item – use this one.

Here at 30 Bird we rely on a strong but simple colour palette to be used across any communications material, where images aren't used and a clear and simple message is paramount – such as on our stationary.

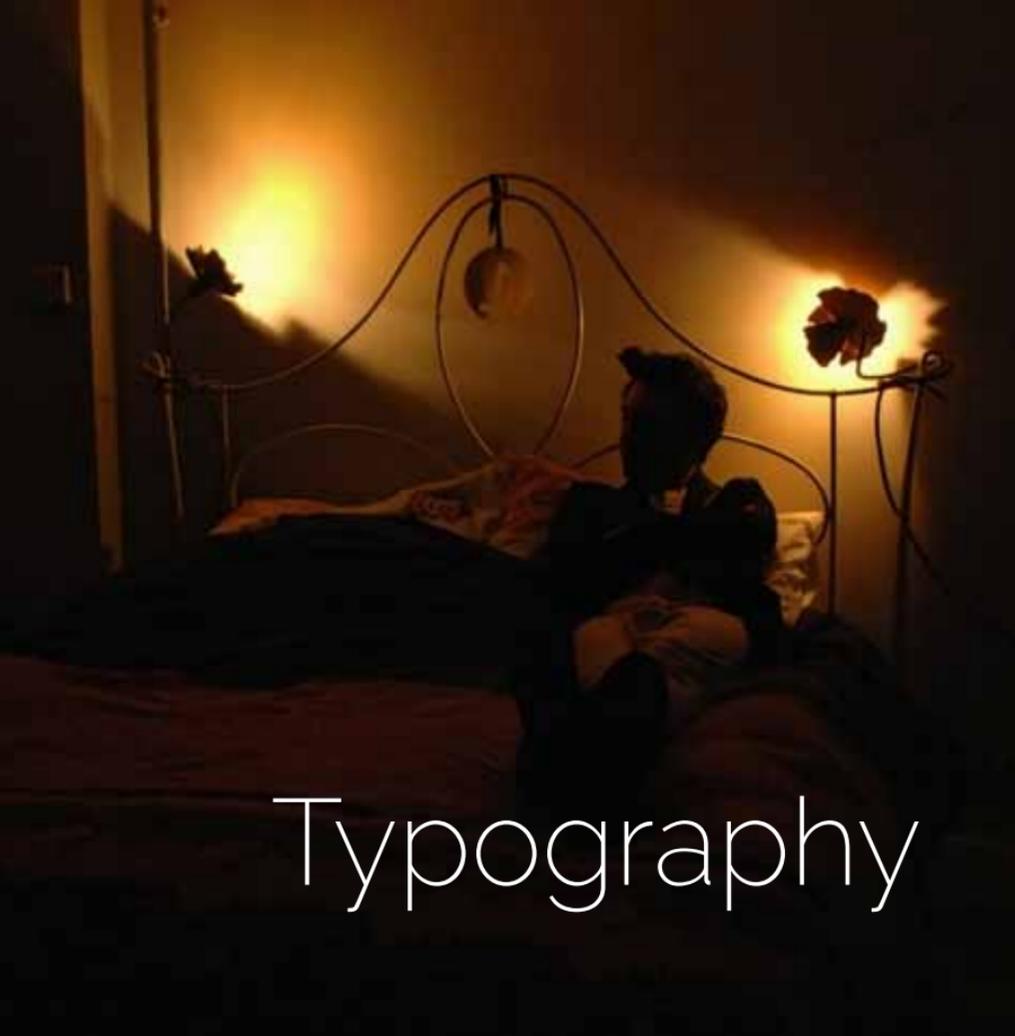
We take a different approach when we're using images though and don't limit ourselves to these colours.

Please see [page 17](#) for how to use colours with our photography.



Secondary Colours

These colours are designed to be used in conjunction with the burgundy to create contrast with our main colour however you see fit. Use them across brochures, official business documents and non-image based material.



Typography

Main Typeface: **Raleway**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Raleway is our main typeface. Use in on everything and across all the weights shown here as appropriate.

extra light
light
regular
medium
semi-bold
bold
extra-bold
heavy

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Substitute Typefaces

On some rare occasions, particularly online, Raleway may not always be available to everyone. In this cases **Century Gothic** should be used as a substitute. If this isn't an option either, use **Arial**

Stationary



30
bird

30
bird

Claire Summerfield
Creative Producer
+44 (0) 7576 37824
claire@30bird.org
30bird.org
@30bird

+44 (0) 7576 37824
mehrjad@30bird.org

30
bird

30
bird

Future Business
Milton Road
Cambridge
CB4 5UJ
+44 (0) 750 122 2816
info@30bird.org
@30bird

With Compliments

30 Bird is a Company Limited by Guarantee No. 02299292 and a Registered Charity in England and Wales No. 405794.

Bringing It All Together



Pictures speak a thousand words, and so for a visual arts company like us pictures are the only way we can even start to communicate what our work is all about, making them as important to our identity as our name and our logo.

Our identity has been designed specifically with this in mind and it's when our brand elements are combined with our photography that it really comes to life...

Using colours with Photography

We love our images, and are happy for them to lead the way when it comes to creating designs associated with our work. To this end we like it when the colours used in a particular poster, brochure or other promotional piece are used to create new and interesting colour palettes unique to that project which can be used in place of our basic colour palette

Here's some examples of what we mean.



Using our Logo with Photography

The logo can be used in this way in white over the image or using one of the colours derived from the image itself (see previous page) as shown in these examples.



Lock-Up Logo Verison

The primary logo consists of the number '30' stacked above the word 'bird'. The '3' is a simple, rounded shape, and the '0' is a solid circle. The word 'bird' is in a lowercase, sans-serif font. The entire logo is white and is centered within a solid red square.

Of course, the trouble with using the logo over images is that every now and again there will come along an image which the logo fails to stand out on.

In this eventuality we use this secondary lock-up version to help with the legibility of the logo.

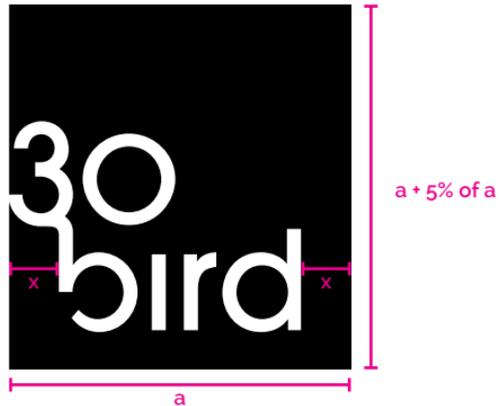


An example of where and how to apply the lock-up logo.



Please only use the lock-up version over images and in instances where the primary logo is impractical.

Lock-Up Logo Specification



Creating The Lock-Up Logo

Due to the transparency, it may be necessary for designers to recreate the Lock-Up logo. Follow these dimension specs whenever this is required.

Clearspace



Minimum Size



Transparency & Colour

The lock-up area should always be set at an 80% transparency.

The logo itself should always remain at 100%

As with the primary logo, any combination of colours can be used on the lock-up to create the best possible stand-out.

To request any of
our brand assets,
or for any queries
or further guidance
on working with
our brand please
contact us at
info@30bird.org

