BRAND IDENTITY & STYLE GUIDELINES

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LOGO

Primary Logo Stack

MINIMUM SIZE

Secondary Logo Stack

MINIMUM SIZE

Logo White Space

The importance of white space around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

Logo Minimum Size

To preserve the integrity of the brand through various media ‘Rock N Ribs’ have set standards for minimum sizes. This will ensure that the brand is easily identifiable and consistent across print and digital media.

1.7 in.

1.2 in.

TYPOGRAPHY

Typography

KUBIKA

KUBIKA is the leading typeface in our system and it's large distinctive captial letters are there to grab attention & retain the bold nature of the brand.

KUBIKA is the font used in the logo.

AA

ABCDEFGHIJKLMNOPQRSTU
0123456789!@#%&*

Typography

Brandon Text

Brandon Text is the secondary typeface in our system and is used to compliment and contrast utilizing various weights. It's use is for headings & body copy.

WEIGHTS

The set contains 2 weights, which adds range for all of our needs.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMm

AaBbCcDdEeFfGgHhIiJjKk

0123456789!@#%^&*

HEADINGS
Kubika

ROCK N RIBS

SUB-HEADING
Brandon Text Black

The American Spectacular

BODY
Brandon Text Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed est sem, bibendum vel orci in, pulvinar ultrices metus. Suspendisse pellentesque odio pellentesque mauris aliquam varius. Etiam eget fermentum eros. Suspendisse efficitur, ex sit amet tincidunt semper, ligula odio pulvinar magna, eget imperdiet justo neque vel ante. Lorem ipsum dolor sit amet,

DETAILS
Brandon Text Black

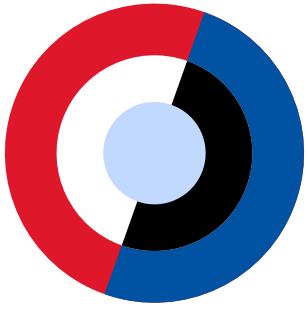
WWW.ROCKNRIBSFESTIVAL.CO.UK

COLOUR

Colour

‘Rock N Ribs’ colour scheme has been carefully chosen to emphasize their target audiences & stand out from competitors.

Red & Blue are the primary colors. Black & White are the secondary colours with Light Blue being used for backgrounds & highlighting.



Colour System

35% Red

35% Blue

10% Black

10% White

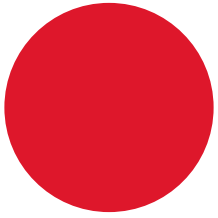
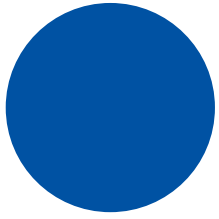
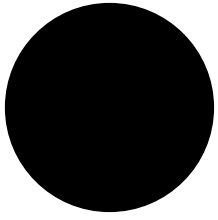
10% Light Blue

COLOUR IS FOR IMPACT.

Always use it with purpose.

Colour

The core palette will cover the majority of your needs. It's intentionally small in variety as to not dilute the brand visuals, adding confusion.

Pantone	1795 C	7455 C	Black	White	2708 C
CMYK	5, 98, 83, 1	96, 69, 0, 0	0, 0, 0, 100	0, 0, 0, 0	27, 11, 0, 0
RGB	221, 22, 43	0, 81, 163	0, 0, 0	255, 255, 255	193, 216, 255
Hex	#DD162B	#0051A3	#000000	#FFFFFF	#C1D8FF

ROCK
RIBS