Brand Style
Guidelines

Logo Design

Correct Example:

1. Make sure to use with the white box around so it will be visible on any coloured background.
2. This is the correct order of words and placement of the 'wand' in-between.
3. Red colour used on the 'GE' and 'Comic'.
4. Black colour used on the 'MA' and 'Convention'.
5. Do not rotate, tilt or use vertically.

Incorrect Example:

1. Colours wrong.
2. Placement of words and 'wand' wrong.

Colour Guidelines:

Black
#231F20
RGB: 35/31/32
CMYK: 0/0/0/100

Red
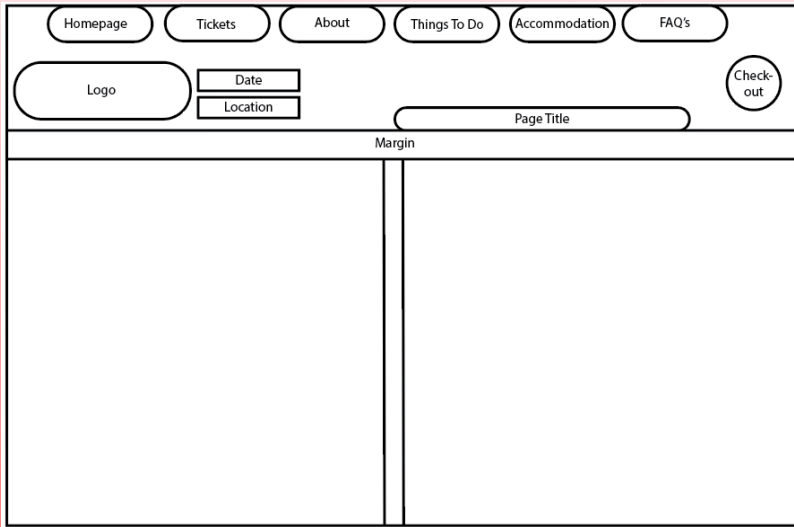#ED1C24
RGB: 237/28/36
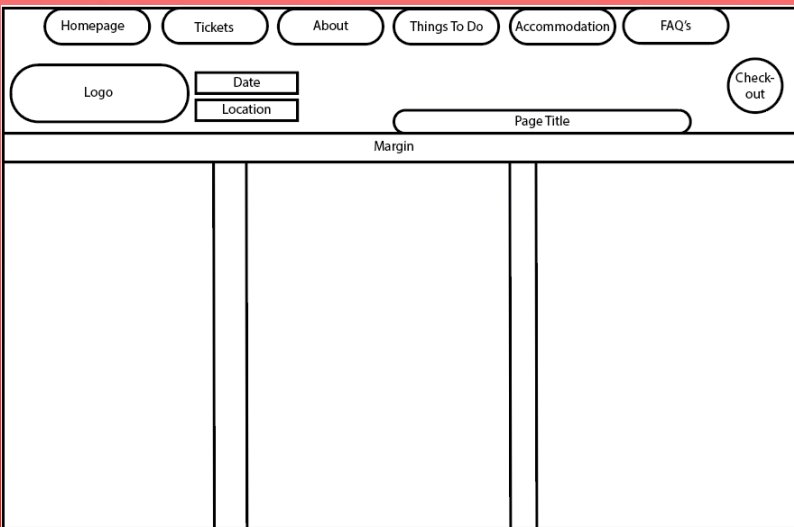CMYK: 0/100/100/0

White
#FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

Default Webpage Layouts

2 Grid Layout

| Homepage | Tickets | About | Things To Do | Accommodation | FAQ's |

Logo | Date | Location | Check-out | Page Title
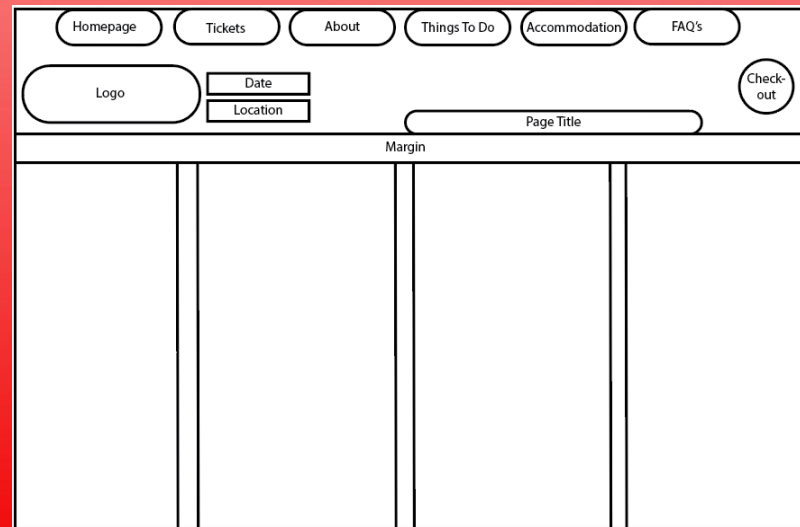
Margin

1. Navigation Menu, upper central.
2. Logo, Date, Location, upper left below the Navigation Menu.
3. Check-Out Basket and Page Title, on the right.
4. 2,3,4 Grid System in place.
5. Use at least one image per page.
6. Space between the Margin and Page Title remain the same.

3 Grid Layout

| Homepage | Tickets | About | Things To Do | Accommodation | FAQ's |

Logo | Date | Location | Check-out | Page Title

Margin

4 Grid Layout

| Homepage | Tickets | About | Things To Do | Accommodation | FAQ's |

Logo | Date | Location | Check-out | Page Title

Margin

Typography

Besley - Regular
Aa

1. Copy Text

Besley - Bold
Aa

1. Headlines
2. Subtitles
3. Date
4. Location
5. Event times

Besley - ExtraBold
Aa

1. Navigation Menu
2. Title page
3. All other buttons

Dark Background -
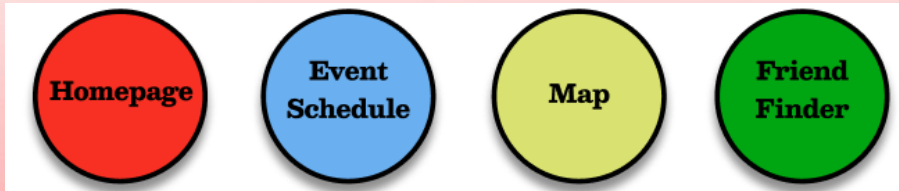**White** Font
#FFFFFF

Light Background -
Black Font
#000000

Lorem ipsum

Dolor sit amet consectetur. Commodo ac justo vitae etiam in nunc at. Odio tempor est at urna egestas amet ultricies eget sit. Quis dui neque ornare diam. Sit tellus laoreet justo felis consequat varius auctor mollis quam. Diam faucibus pellentesque odio condimentum non. Montes at a habitant phasellus morbi. Leo posuere aliquet sit parturient amet sit. Lorem a sagittis risus dis et semper nunc platea. Quis sit ultricies lorem pharetra sed. Maecenas faucibus tortor erat sagittis lectus arcu. Consequat vitae odio bibendum tellus libero morbi. Porttitor aliquet ut eget sed id ipsum integer nulla aenean. Convallis et massa risus et eget arcu mattis congue nibh. Purus ipsum ultrices ac risus blandit ac amet. Morbi ornare lacus consectetur pellentesque ut. Ipsum neque gravida eget scelerisque. Lectus scelerisque est et semper lacus.

Colour Page Guidelines

App Navigation Menu

F73023 **6AAFEF** **D9E271** **00A611**

Homepage, Event Schedule, Map and Friend Finder backgrounds
are the same colour as their buttons, but with an added black gradient effect.

App and Website Landing Page and Log-in has the same grey-black gradient colour.

Grey – C5BEBE
Black - **000000**

Website Navigation Menu

F73023 **6AAFEF** **D9E271** **00A611** **FC7224** **C5BEBE**

Homepage, Tickets, About, Things To Do, Accommodation and FAQ's page background all match the colour of their buttons on the Navigation Menu with an added gradient effect. Every button that links to their page also has the same colour as the ones on the Navigation Menu.
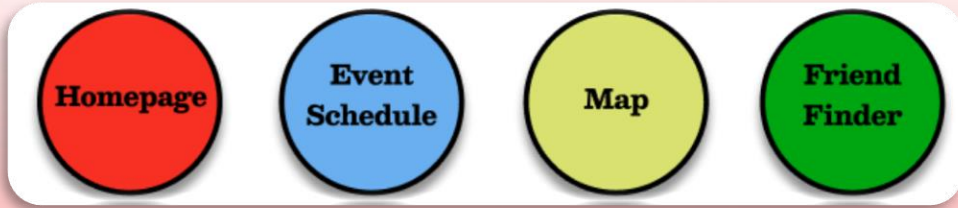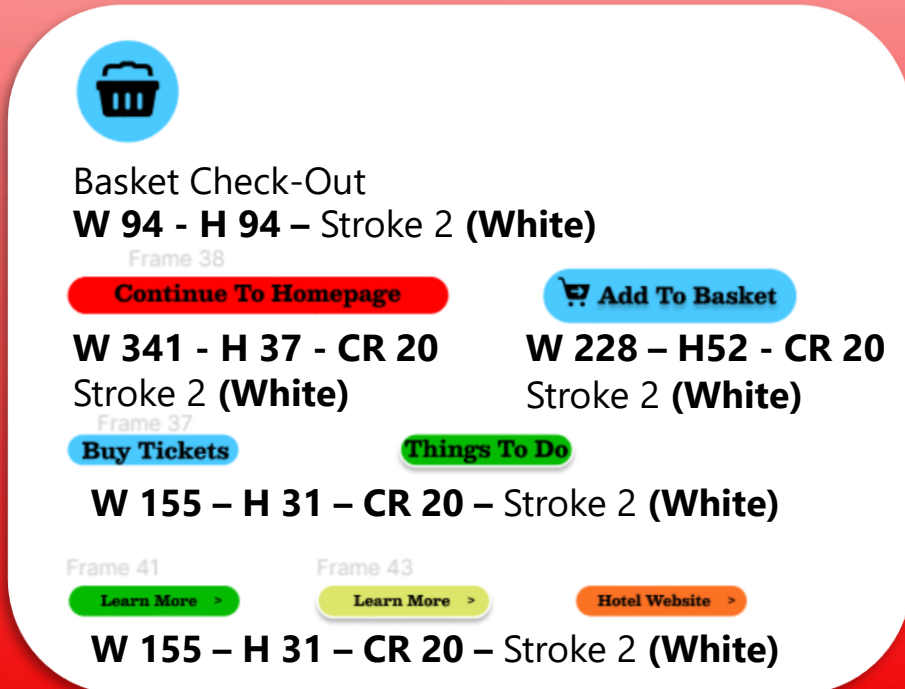
Black - **000000**

F73023 **6AAFEF** **D9E271** **00A611**

Buttons

W 69 – H 69 – Stroke 2 **(Black)**

W 206 – H 55 – CR 20 – Stroke 2 **(Black)**

Basket Check-Out
W 94 - H 94 – Stroke 2 **(White)**

Frame 38

Continue To Homepage

Add To Basket

W 341 - H 37 - CR 20 Stroke 2 **(White)**

W 228 – H52 - CR 20 Stroke 2 **(White)**

Frame 37

Buy Tickets

Things To Do

W 155 – H 31 – CR 20 – Stroke 2 **(White)**

Frame 41

Frame 43

Learn More   >

Learn More   >

Hotel Website   >

W 155 – H 31 – CR 20 – Stroke 2 **(White)**

All buttons designed for both the app and website pages match with the navigation button colours. This is to keep consistency throughout the pages. The majority of the buttons are kept to the same width, stroke, height and corner radius. The buttons have all been made big enough for meet accessibility standards and bright colour used for visibility.

Thank You
For Reading Our Brand Style Guidelines