

GREAT Britain

Our destination brand guidelines:
Logos

VERSION 1.0



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Our logos

There is a choice of GREAT Britain destination brand logos depending on usage.

Please note we do not use the GREAT logo featuring Northern Ireland in any of our tourism marketing.

Please contact your VisitBritain project lead to obtain the logo files.

Primary logo

Use this version wherever possible. The full-coloured flag features the most similarities to the Union Jack in form and colour. The primary logo should always be placed on an image or dark background to ensure the gradient lines are visible.



Condensed logo (full colour)

A condensed logo is available with shorter gradient lines and no red tab, and should be used when space is restricted. The condensed logo can be placed on a red background or within a red rectangle, depending on the asset design.



Primary logo

Usage

Our primary logo features a red, white and blue flag on a red tab, white gradient lines extending above and to the sides, and the word mark 'GREAT BRITAIN'. The red tab is always placed at the right hand side of the page, never left or centred. These elements are all locked together and should not be separated or altered.



Logo placement

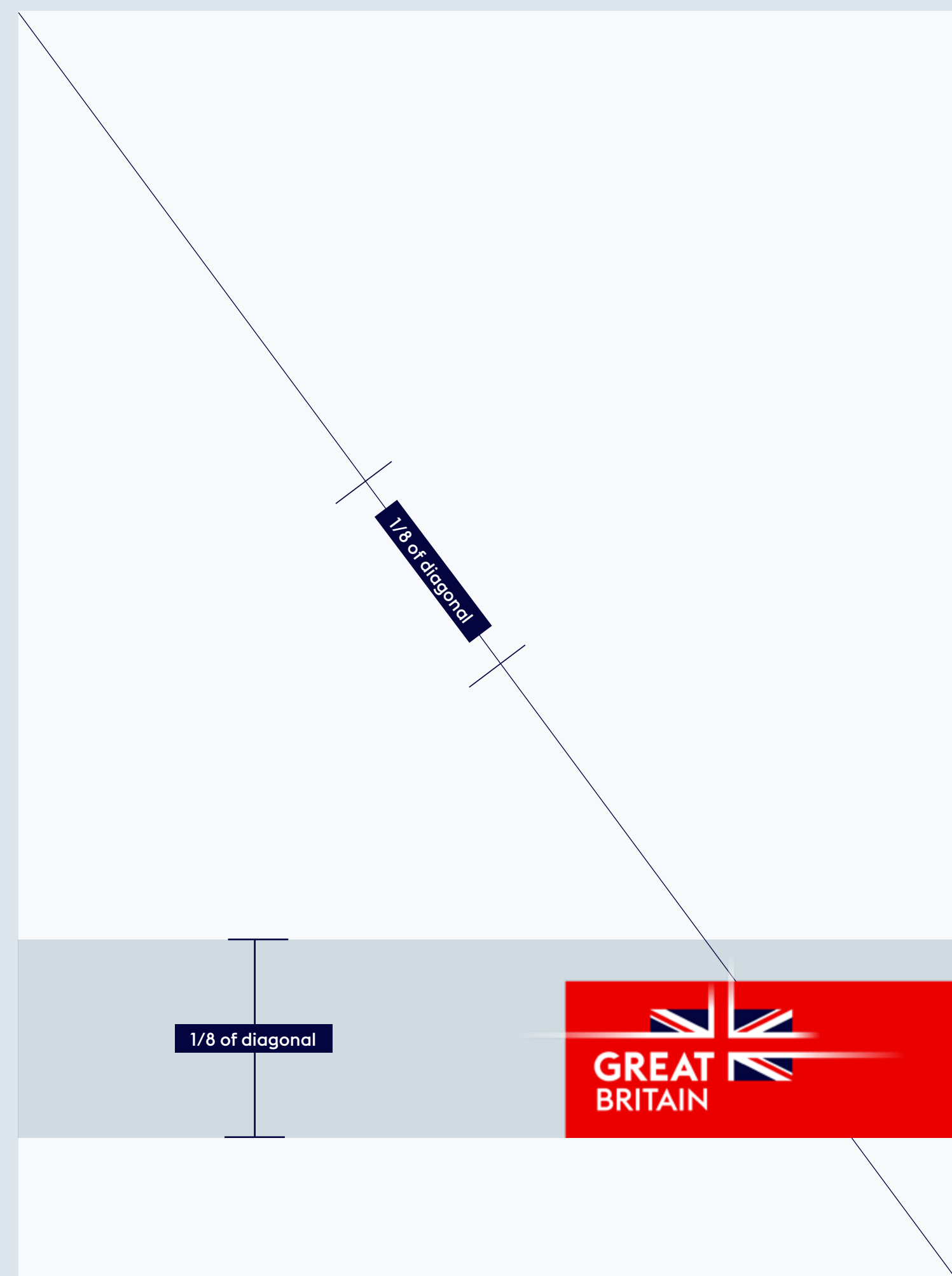
Placement

The size of the logo is determined by the creative format you are using. The vertical height of the logo (including the gradient lines) should be 1/8 of the diagonal size of the format. You can round up or down to the nearest mm.

For example:

A5 format is 148mm x 210mm

- The diagonal size is 256.91mm
- Divided by 8 = 32.121mm
- The logo should be 32mm high



Clear space

Allow clear space around the logo to avoid clashes with other text or graphic elements. The clear space is defined by the size of the letter G in GREAT - and should be applied above, below and to the left of the logo.

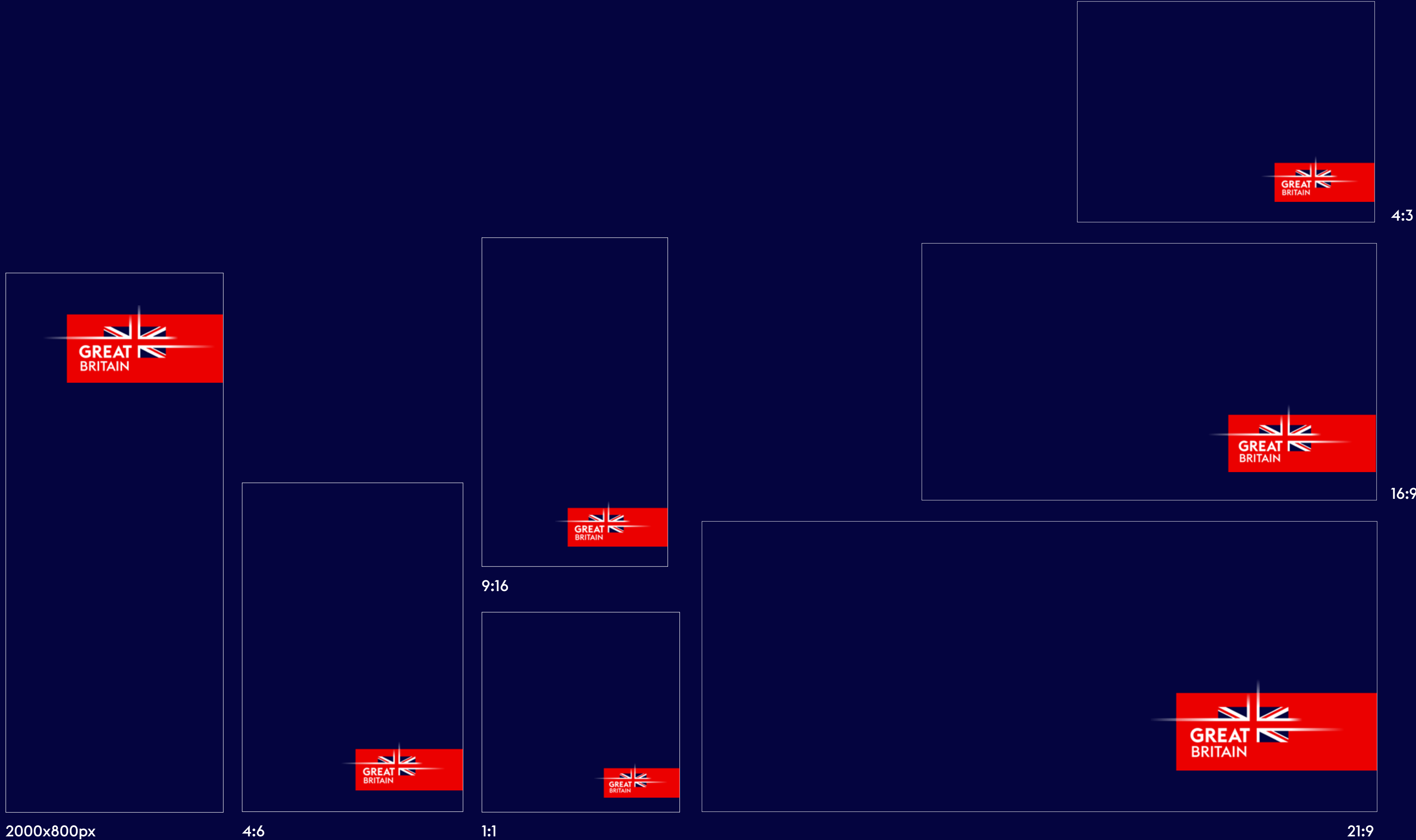
Most standard formats and corresponding logo sizes are listed here:

- A5 = 32mm high
- A4 = 45mm high
- A3 = 64mm high
- A2 = 91mm high
- A1 = 129mm high
- A0 = 182mm high
- 1920x1080 = 275pixels high

Primary logo

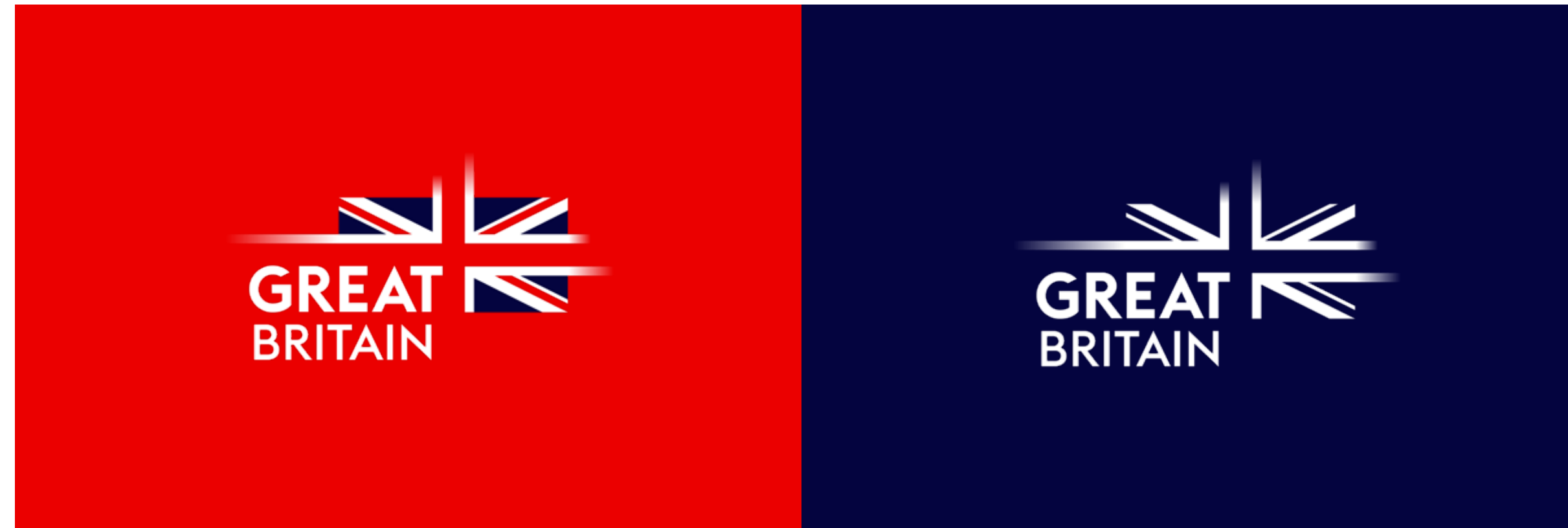
Sizes and positions

Logo should sit at bottom right except for tall vertical placements where it can sit top right (for example, when designing pull-up banners where the bottom portion may be obscured). The primary logo should never be centered or on the left.



Condensed logo

The condensed logo should only be used where space is restricted or for third party use (where there is less control over scale and positioning).



The full-colour version can only be used on red backgrounds.

The white version can be used on darker backgrounds such as GREAT blue, or darker photographic images.

Condensed logo

Usage

The condensed logo should always be horizontally centred with the clear space running to the edge of the format. The logo is flexible on the vertical plane where it can be aligned to the top, centre, or bottom of the format, but must always adhere to the clear space rules.

Centre aligned



Aligned top



Aligned bottom



Condensed logo

Unusual formats

In very wide or tall creative formats, the primary logo will not scale correctly, so instead use the condensed logo on a red box. To do this, take the diagonal measurement of the format, and make the height of the red box 1/6 or 1/3 of that measurement to achieve the best outcome. The condensed logo should be centred in the red box.

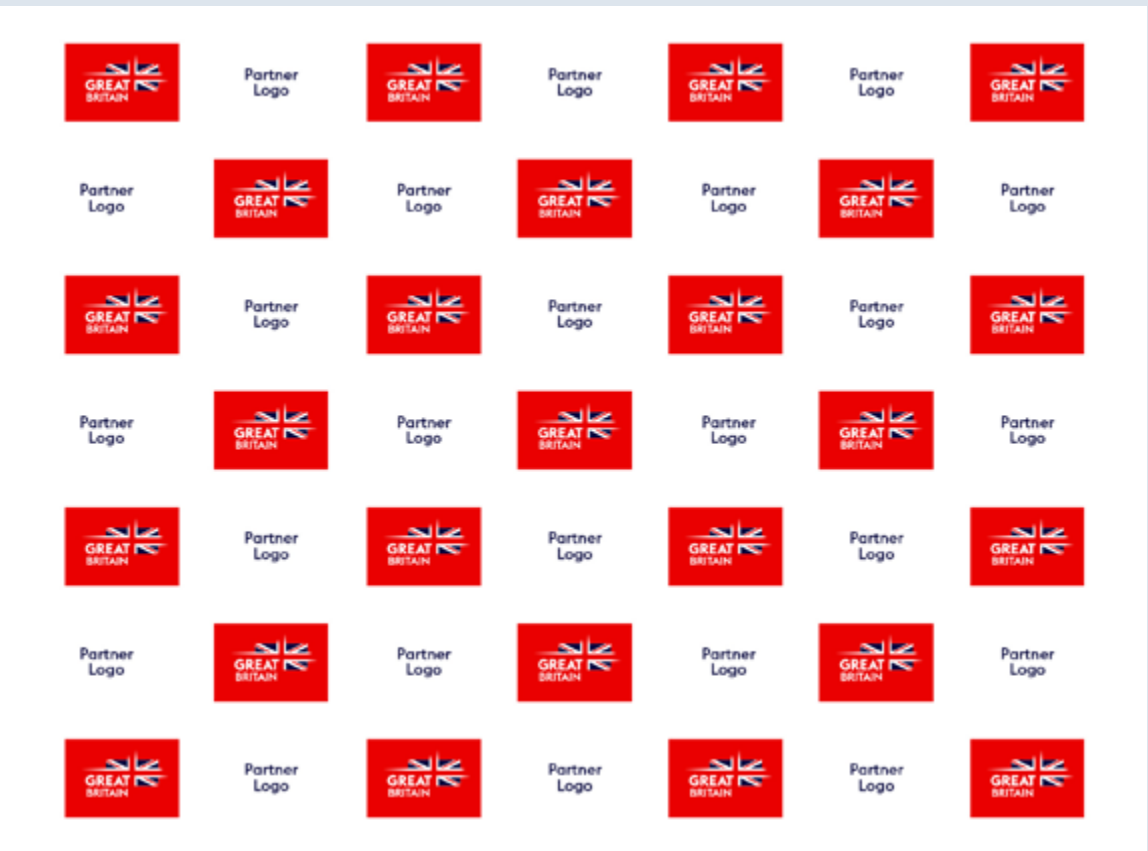
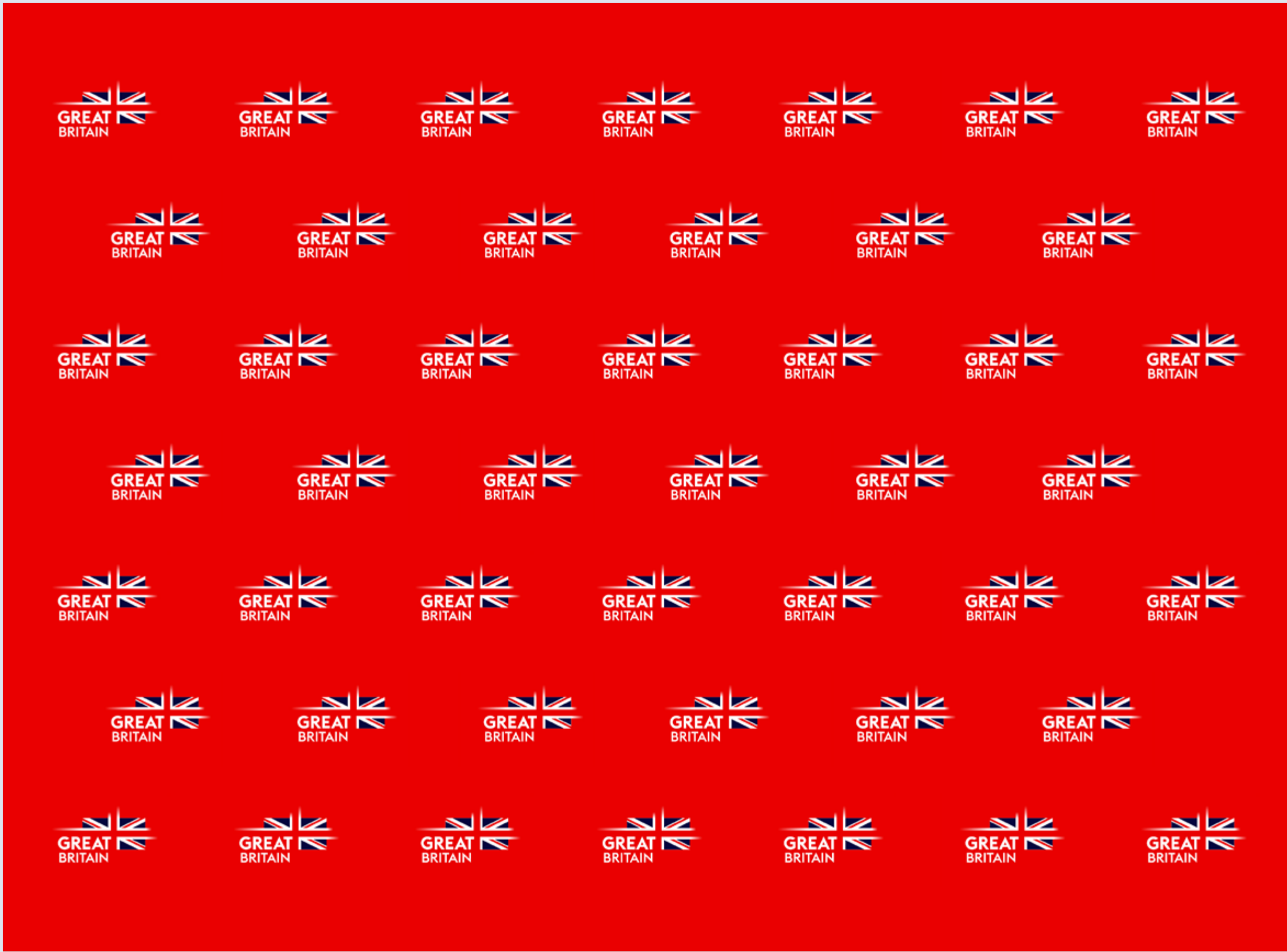


Condensed logo

Step and repeat

Step and repeat walls are preferably designed with the condensed full colour logo on a brand red background.

In some circumstances such as a wall with partnership branding, you can use the logo within a red rectangle on a white background.



Logo don'ts



Don't use the full-colour condensed logo on any background except for GREAT red.



Don't use the logo incomplete; make sure all gradient lines are displayed correctly.



Don't place the logo within the document margin. Always maintain clear space around the logo.



Don't obstruct key parts of the image – be considerate with the logo tab placement.



Don't place the logo tab at any other scale except for the one detailed in this brand book.



Don't use the condensed logo as a lead asset when the primary logo could be used.

Golden rules for using our logos



Always lead with the Primary (full-colour) Logo



Make sure the red logo tab is the right size (size principles on page 20)



If using the Condensed Logo, be sure to allow the correct clearspace.



Only use the full-colour Condensed Logo on red backgrounds.

Please contact your VisitBritain project lead to obtain the logo files.



Brand@visitbritain.org

