



DISCOVER **BURNLEY**

BRAND DESIGN GUIDE

MAIN LOGO

DISCOVER
BURNLEY

DISCOVER
BURNLEY

LOGO VARIATIONS

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DISCOVER BURNLEY TYPOGRAPHY

GIBSON {SEMIBOLD}

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ¿ ? ¡ ! & @ ' ' " " « » %

* ^ # \$ £ € ¢ / () [] { } . , ® ©

Should Gibson be
unavailable to you an
equally strong clean
uncomplicated family
should be used...
perhaps Helvetica

GIBSON {LIGHT}

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ¿ ? ¡ ! & @ ' ' " " « » %

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DISCOVER BURNLEY COLOURS

RETAIL

CMYK [75, 0, 52, 0]

RGB [24, 175, 148]

HOSPITALITY

CMYK [0, 100, 48, 0]

RGB [229, 0, 83]

NIGHTLIFE

CMYK [53, 80, 0, 0]

RGB [143, 75, 151]

BUSINESS

CMYK [82, 0, 0, 76]

RGB [0, 66, 89]

DISCOVER BURNLEY EXAMPLES



Using the correct corner colour for your theme as the main background colour, ensures strong brand recognition and a vibrant design.

The logo is centered on a white background. The word 'DISCOVER' is in a bold, pink, sans-serif font. The word 'BURNLEY' is in a bold, dark blue, sans-serif font. The four corners of the image feature large, triangular color flashes: teal in the top-left, pink in the top-right, purple in the bottom-left, and dark blue in the bottom-right.

DISCOVER **BURNLEY**

Corner colour flashes should feature strongly when designing
as Discover Burnley to re-enforce the four keys areas;
retail, hospitality, nightlife and business