

## KESS 2 East Logo & Branding Guidelines

The KESS 2 East logo has been designed with care and consideration for the marketing and visual communication of the KESS 2 East brand for the lifetime of the project. The three colours within the logo represent the three partners in a KESS 2 East project;

**TEAL** for Businesses

**DARK PINK** for Students

**ORANGE** for Academics

The logo must not be altered, changed or distorted in any way as this will impact on the effectiveness of the brand. The logo consists of the main 'KESS 2 East' body and the 'Ysgoloriaethau Sgiliau Economi Gwybodaeth / Knowledge Economy Skills Scholarships' text underneath, these two elements must remain together at all times and not be separated or displayed without one another.

Please read below for further information about the KESS 2 East logo and branding style. If you have any queries regarding the use of the KESS 2 East logo and/or branding, please contact us – details are at the end of this document.

### Colour Scheme

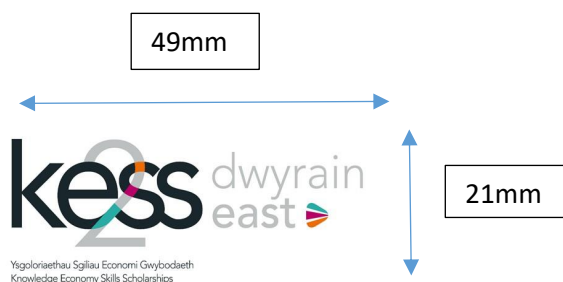
The KESS 2 East logo consists of 5 colours. The values for each colour can be found below:

	<p>Pantone 433 C33 M3 Y0 K95 R27 G39 B44 #1B272C</p>		
<p>Ysgoloriaethau Sgiliau Economi Gwybodaeth Knowledge Economy Skills Scholarships</p>	<table border="1"><tbody><tr><td data-bbox="973 1355 1181 1512"><p>Pantone 429 C3 M0 Y0 K32 R190 G192 B194 #BEC0C2</p></td><td data-bbox="1189 1355 1420 1512"><p>Pantone 430 C53 M37 Y34 K16 R125 G134 B140 #7D868C</p></td></tr></tbody></table>	<p>Pantone 429 C3 M0 Y0 K32 R190 G192 B194 #BEC0C2</p>	<p>Pantone 430 C53 M37 Y34 K16 R125 G134 B140 #7D868C</p>
<p>Pantone 429 C3 M0 Y0 K32 R190 G192 B194 #BEC0C2</p>	<p>Pantone 430 C53 M37 Y34 K16 R125 G134 B140 #7D868C</p>		
	<p>Pantone 1665 C0 M68 Y100 K0 R237 G107 B6 #ED6B06</p>		
<p>Ysgoloriaethau Sgiliau Economi Gwybodaeth Knowledge Economy Skills Scholarships</p>	<p>Pantone 7473 C70 M0 Y38 K8 R52 G172 B165 #34ACA5</p>		
	<p>Pantone 676 C6 M100 Y0 K22 R185 G0 B106 #B9006A</p>		

## Minimum Size

The following minimum logo sizes are recommended to retain the legibility of the logo's text when small. The logo should not be reproduced in any way that renders it illegible.

- Minimum recommended size for Print: **49mm x 21mm (300dpi)**
- Minimum recommended size for Screen: **350px x 150px (72dpi)**



## Exclusion Zone

To achieve maximum impact of the logo, please respect the exclusion zone as shown here:



The exclusion zone is given as a guide to avoid crowding the logo with other content as this can reduce its visual impact.

## Logo Versions

### Full Colour:



Ysgoloriaethau Sgiliau Economi Gwybodaeth  
Knowledge Economy Skills Scholarships

### Full Colour (Reverse):



Ysgoloriaethau Sgiliau Economi Gwybodaeth  
Knowledge Economy Skills Scholarships

The 'Full Colour' and 'Full Colour Reverse' logos (shown above) are the two primary versions of the KESS 2 East logo. They should be used/reproduced in full colour wherever possible so as to effectively communicate the three colours within the branding style.

Other versions of the logo are available on request:

- RGB (suitable for web and screen applications)
- Greyscale (for black and white printing only)
- Duotone (Teal, Pink or Orange versions, for specific marketing purposes only)
- Mono (for specific printing purposes such as glass awards or laser engraving)

Files available: EPS, PNG, JPEG

If you require a different file format to those specified above, please let us know.

If at any time you have any questions about using the KESS 2 East logo or branding style, or you require additional logo formats, do get in touch.

## **Contact Details**

Dr Penny Dowdney

KESS 2 Wales Manager

[p.j.dowdney@bangor.ac.uk](mailto:p.j.dowdney@bangor.ac.uk)

01248 382266

Mererid Hâf Gordon

KESS 2 Marketing, Design & Publicity Officer

[m.h.gordon@bangor.ac.uk](mailto:m.h.gordon@bangor.ac.uk)

01248 388715