PEOPLE MAKE GLASGOW

Ruby

Pantone Rubine Red
C:0 M:100 Y:15 K:4
R:207 G:0 B:88
#CF0058

Metallic Silver

Pantone 8420
C:45 M:42 Y:38 K:3
R:146 G:139 B:141
#928B8D

Black

White

Brand Mark

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Colour

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Mono

Minimum height:
11mm / 60px

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Alternate Brand Mark

The Alternate Brand Mark can be used when overlaying photography and imagery.

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To ensure legibility, there should always be sufficient contrast between the text and the background image.

Single Line Brand Mark

The single line Brand Mark should only be used when the available area cannot accommodate the stacked Brand Mark.

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Colour

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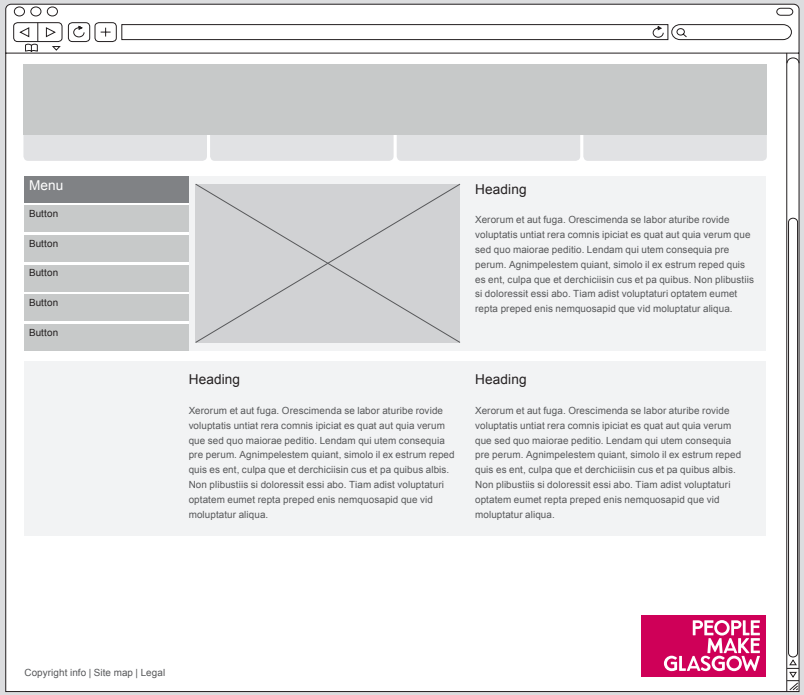
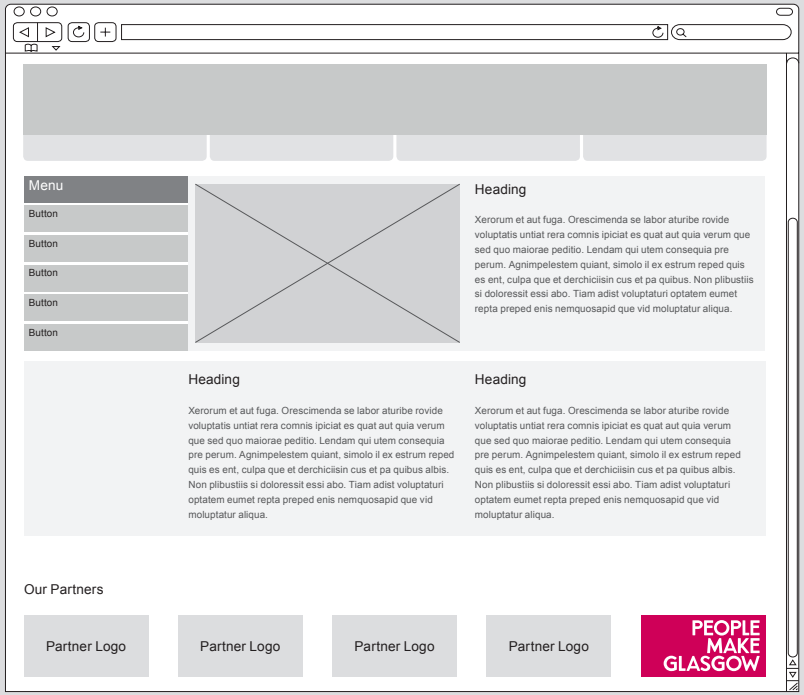
Mono

PEOPLE MAKE GLASGOW | Minimum height: 4.5mm / 25px

Positioning





The Brand Mark should always be aligned to the bottom right corner of the page.

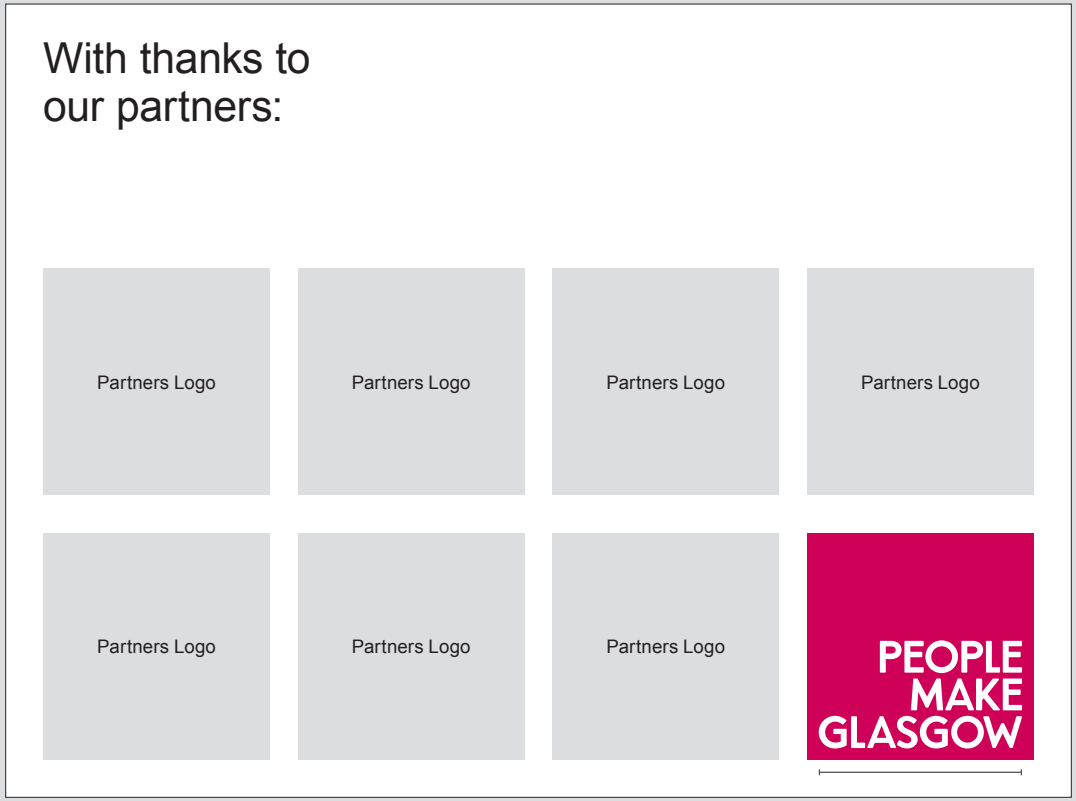
When used alongside other logos, the Brand Mark should be positioned on the far right.

This applies to all digital and printed applications.

Positioning

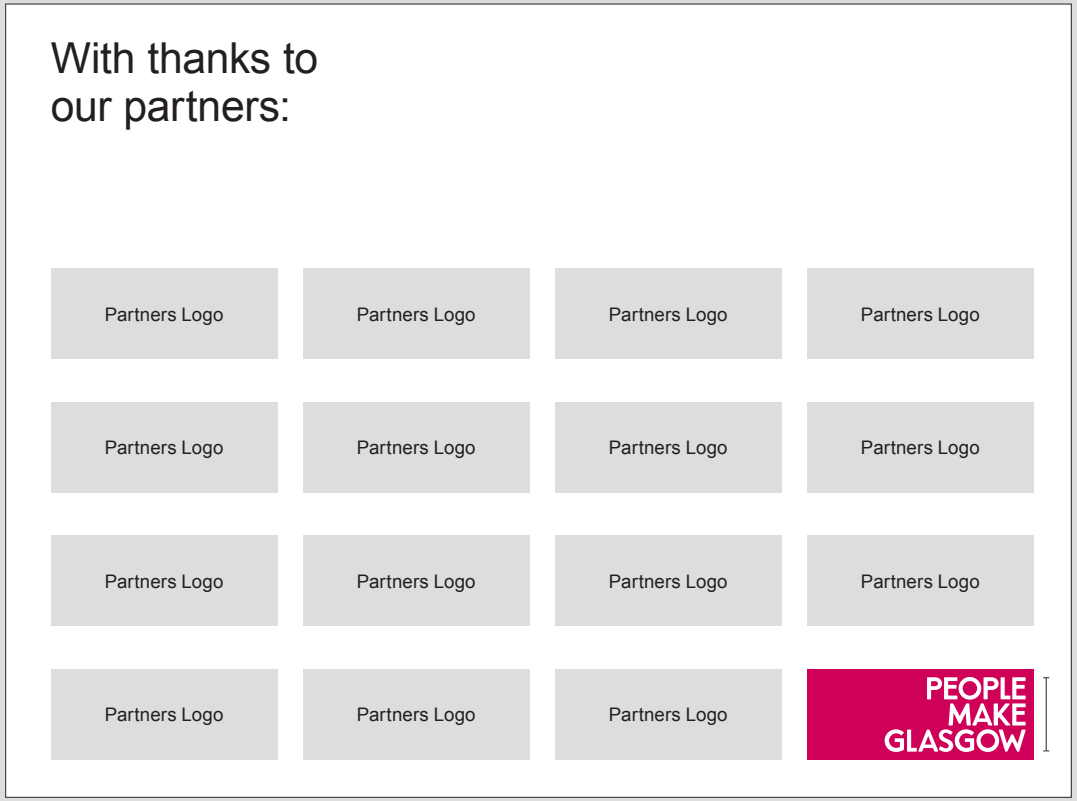
When the Brand Mark needs to sit within a predefined space, it should anchor to bottom right corner and maximise the length or height of the space, adhering to the exclusion zones.

Example 1



Maximised Mark width

Example 2



Maximised Mark height

Incorrect Use

Do not reproduce the Brand Mark tilted or on an angle.

Do not reproduce the Brand Mark in any colour that is not in these guidelines.

Do not reproduce the Brand Mark over backgrounds that compromise legibility.

Do not reproduce the Brand Mark in key-line.

Do not re-compose the Brand Mark.

Do not add additional graphic elements or effects (outlines / drop shadows etc)

Do not stretch or manipulate the Brand Mark in any way.

Do not crop into the Brand Mark.

Do not centre the Brand Mark.

Do not left-align the Brand Mark.

Do not reproduce the Brand Mark in any typeface other than the brand typeface.

Do not reproduce the Brand Mark with any other graphical device.

Brand Typefaces

People Make Glasgow's brand typeface is fully bespoke, and can only be used for the Brand Mark.

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Proxima Nova is the main typeface for body copy.

Although the typeface is available in a range of weights, 'Regular' is the primary weight which should be used for body copy. 'Semi Bold' can be used to draw focus, and 'Light' is functional for captions and subtle text.

Proxima Nova Regular

0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Semi Bold

ABCDEFGHIJKLmnopqrstuvwxyz

Proxima Nova Light

ABCDEFGHIJKLmnopqrstuvwxyz

In the instance that Proxima Nova cannot be used, due to the fact that the user does not have a license, the typeface Arial may be used.

Arial Regular

ABCDEFGHIJKLmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLmnopqrstuvwxyz