



THE BRANDING TOOLKIT FOR:

MY ANGEL

IDENTITY &
LOGO USEAGE

ANGEL OF THE NORTH
10TH BIRTHDAY CELEBRATION

VALUES

THE 'MY ANGEL' CAMPAIGN REFLECTS:

CELEBRATION
COMMUNITY OWNERSHIP
FONDNESS
& NORTHERN PRIDE

FONT USEAGE

HEADLINE & MAIN BODY COPY
HOEFLER TEXT REGULAR

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqReSsTtUu
VvWwXxYyZz
1234567890
!@&*()-+=\:'

HIGHLIGHT BODY COPY ONLY
HOEFLER TEXT ITALIC

*AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqReSsTtUu
VvWwXxYyZz
1234567890
!@&*()-+=\:'*

HIGHLIGHT BODY COPY ONLY
HOEFLER TEXT BLACK

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqReSsTtUu
VvWwXxYyZz
1234567890
!@&*()-+=\:'**

FONT USEAGE



ONE - THE REGAL MARQUE

Very graphic version used as a standalone marque. Doesn't require supporting imagery to work, can be used for Commemorative China Plates, China Mugs & TeaTowels.



TWO - THE REGAL LOGO

A simplified version of the Regal Marque. Used for large scale promotional literature. E.g. Full Page adverts and Posters, etc...



THREE - THE BRANDING MARQUE

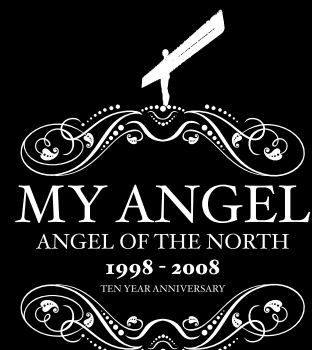
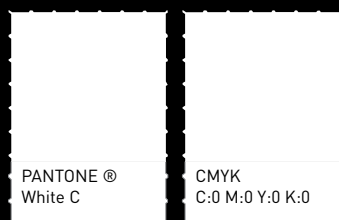
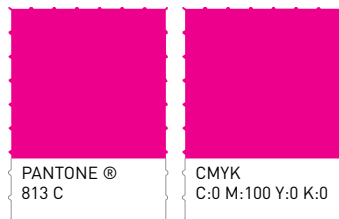
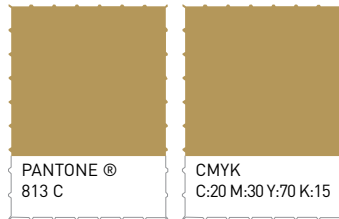
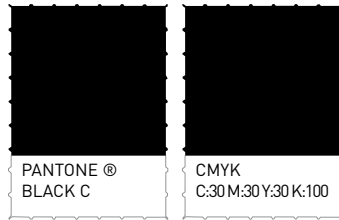
The Marque is used to represent the campaign and be the basic level tag used on small promotional spaces. E.g. Car window stickers and Small adverts, etc.



FOUR - THE BRANDING LOGO

This is a flexible logo which would be used on all forms of communication where very little space is available but still require branding.

COLOUR



SUPPORTER LOGOS



STANDING WITH
THE CROWD

This shows how the celebration brand will should sit alongside necessary partner logos.

PROMOTION EXAMPLE



SAMPLE POSTERS

This shows how the branding should interact with imagery. It also shows supporter positioning and website promotion too.

LOGO DOWNLOADS

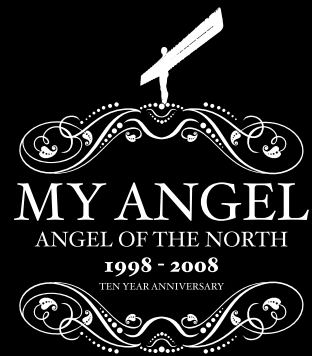


BLACK VERSION

myangel_logo1_blk.eps
myangel_logo1_blk.jpg

WHITE VERSION

myangel_logo1_white.eps
myangel_logo1_white.jpg



BLACK VERSION

myangel_logo2_blk.eps
myangel_logo2_blk.jpg

WHITE VERSION

myangel_logo2_white.eps
myangel_logo2_white.jpg



BLACK VERSION

myangel_logo3_blk.eps
myangel_logo3_blk.jpg

WHITE VERSION

myangel_logo3_white.eps
myangel_logo3_white.jpg



BLACK VERSION

myangel_logo4_blk.eps
myangel_logo4_blk.jpg

WHITE VERSION

myangel_logo4_white.eps
myangel_logo4_white.jpg

COMPLETE SET

Click [here](#) to download the entire set of logos in one Zipped file 4.6Mb