

LOGO STYLE GUIDELINES

An External Guide for Communicating the Funzone Logo



Logo – Key Attributes

Funzone is an energetic brand built on good communication with parents and children. The logo plays on the idea of engagement through communication, and that Funzone is a place of social interaction, an engaging place to talk, have conversation, and develop social and communication skills. The logo symbol reinforces these messages.

Funzone is a multicolored brand that has been designed to look diverse and exiting and yet cohesive at the same time.

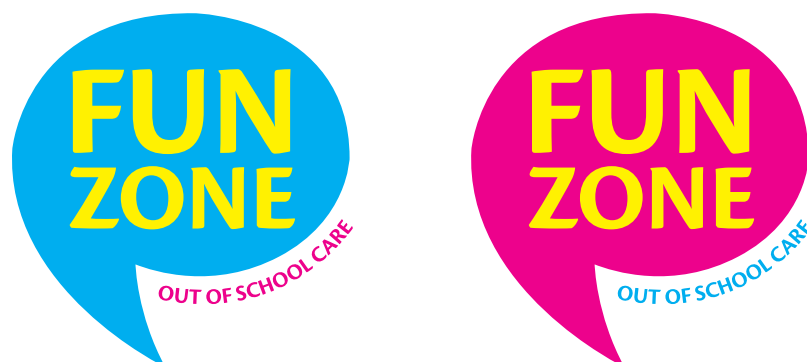
Funzone is vibrant, out there, hard to miss, a little quirky, yet also controlled. It's the type of fun that is fun in a controlled environment. This brand messaging particularly appeals to the parents whilst also remaining vibrant and exciting for the children.



Default Coloured Logos

Primary Logo

These are the default coloured logos to use. Use on posters, promotions, white T-shirts, labels, embroidery, stationary, and other standard print items.



Secondary Logos

The monotone options are most suitable for use on photos, or when the logo needs to be displayed at minimum size.

Black logos are to be used only when printing black and white, or the Funzone brand needs to be secondary to another company, or displayed at minimum size.

Monotone



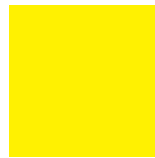
Alternative & Reverse Options for Designer Use



Designers to use when backgrounds are colour such as a blue T-shirt/poster, or yellow pullup banner.

Primary Colour Palette

This is the primary colour palette is used in the Funzone Logo.



Colour Type	Magenta	Cyan	Yellow
Pantone	Magenta C	Cyan C	Yellow C
CMYK	c0 m100 y0 k0	c100 m0 y0 k0	c0 m0 y100 k0
RGB	r209 g0 b116	r0 g159 b218	r249 g227 b0
HTML (Web)	#D10074	#0009FDA	#F9E300

To use any of these colours in your own Microsoft documents:

Enter the RGB colour values into
the Font Colour Settings in the
appropriate application you are
working in.

Secondary Colour Palette

If a secondary colour palette is required, it is important to use only those from this specified palette to ensure consistency and cohesiveness across promotions. These can be used in documents more so when black and white printing is required.

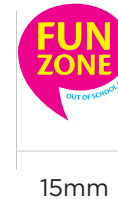


Colour Type	Black	White	Grey
Pantone	PMS Black C	-	70% PMS Black C
CMYK	c0 m0 y0 k100	c0 m0 y0 k0	c0 m0 y0 k70
RGB	r30 g30 b30	r255 g255 b255	r111 g111 b111
HTML (Web)	#1e1e1e	#ffffff	#6f6f6e

Minimum Size Logo

The minimum size for the logo should be **15mm** wide.

This will ensure that all text is legible.



Clear Space Around the Logo

Having 'clear space' around the logo ensures it can be clearly seen. The area is defined by **the height of the "z"** as indicated here.

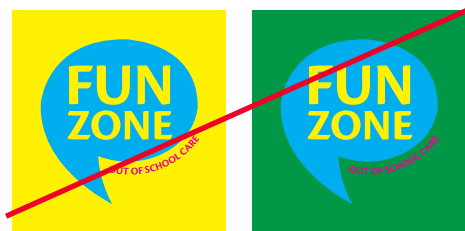


Incorrect Logo Use – What not to do

To maximise brand recognition it is important to treat your logo carefully, keeping it looking consistently the same. Avoid altering the logo. Some examples, but not all, have been provided here.



Do not stretch or extend the logo in any direction. To avoid this, **hold shift** on keyboard at same time as altering logo size.



Do not introduce new colours or combinations to the brand identity. If unsure, ask Eden Design for advice.



Do not enlarge logo bigger than the saved file size, causing pixilation or blur.

Cronos Pro Font

This is the main font used in the Funzone logo.

Cronos Pro is a font that embodies warmth and readability. It has an almost handwritten appearance giving Funzone a friendly and approachable flavour.

The font can be purchased at [Fonts.com](https://www.fonts.com).

Cronos Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Cronos Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Font

Arial fonts come standard on most newer PC machines and is the preferred typeface for internal Funzone documents. For use in letters, emails, and spreadsheets etc when Gotham not available.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

CONTACT

For further detailed advice on the use of your identity and brand outside of these guidelines, please contact Eden Design for advice.

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