



BRAND GUIDELINES

Overview

The message of Explore Southeast is that the southeast of England has a wide variety of locations - from castles to chalk cliffs, dense woodlands to rolling hills - that can offer inspiring fun experiences with the guidance of the Explore Southeast app helping people to get the most out of this.

The app can direct people towards the most popular destinations as well as lesser known places of interest, for an engaging walking experience perfect for those with a keen interest in photography or looking to spend time appreciating natural surroundings with others.

With our app we take stress and confusion out of the exploration experience, with a simple user-friendly interface at the heart of what we offer.

Keep design work consistent with these guidelines to communicate our message most effectively.



Colour & Type

The faded orange colour brings in warmth and the appeal of sunshine in the southeast. This colour represents the sky in the logo. It may be used in emphasis.

The coastal teal colour used to mark out the pinpointed location of the user, brings out the sense of adventure relevant to those who use the app. The colour can be used as a background for the heart icon.

The woodland green colour brings in our connection to appreciating nature. It can help to form a prominent part of our identity in design.

The light cliff colour is used for the chalk cliff feature which sets the southeast of England apart from the rest of the country. This light tone can provide a background for design pieces, except for placing the heart icon.

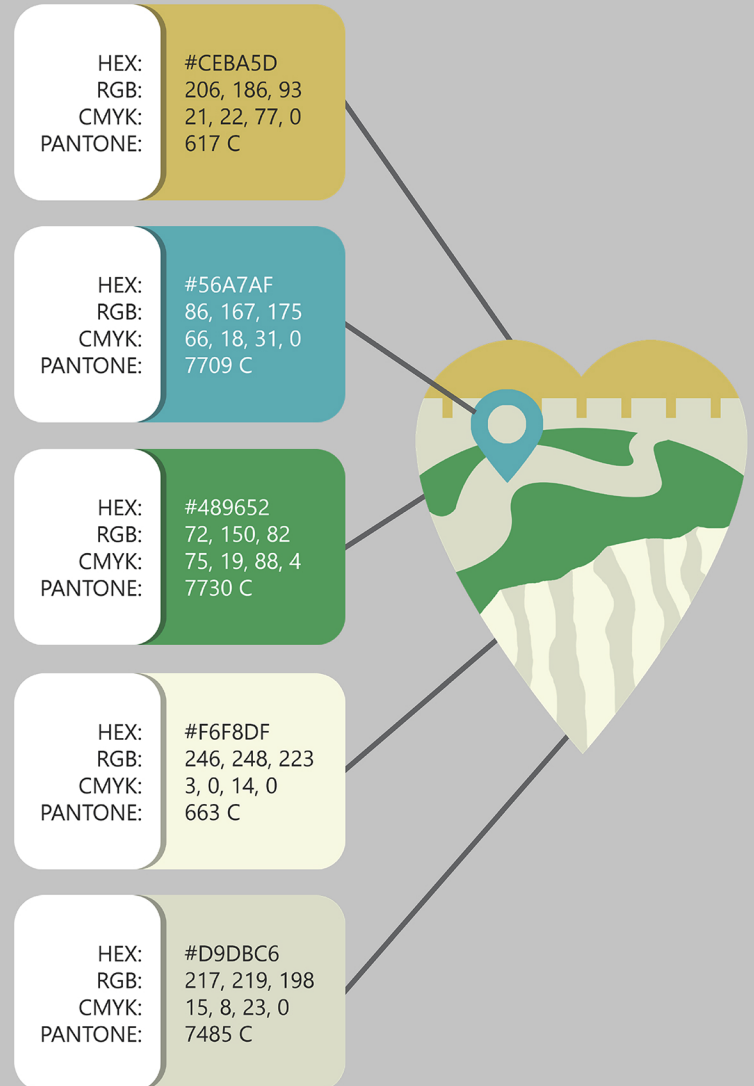
The tan pathway colour provides a subtle contrast to form the cliff feature, a versatile neutral tone for our design pieces.

Candara Bold Italic Uppercase matches the typography used in our wordmark, it can be applied to large titles.

Candara Bold Italic can be used for subheadings and larger text which holds importance or urgency.

Segoe UI should be used for all body text for maximum readability at smaller sizes. Use bold and italic variants sparingly, such as for brief emphasis.

Colour Palette



Typography

CANDARA BOLD ITALIC UPPERCASE

Candara Bold Italic

Segoe UI Regular

Segoe UI Bold

Segoe UI Italic