

Leighton Buzzard Keeping It Local Brand Kit

The key to an effective and positive campaign for #KeepingItLocalLB is consistency. Please use the information in this brand kit to guide your promotional activity.

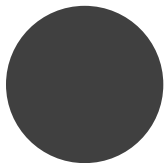
Primary Logo



Alternative Logos

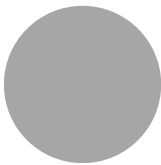


Colour Palette



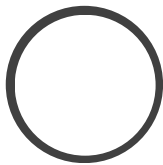
#404040

CMYK 0, 0, 0, 75
RGB 64, 64, 64



#a6a6a6

CMYK 0, 0, 0, 35
RGB 65.1, 65.1, 65.1



#ffffff

CMYK 0, 0, 0, 0
RGB 255, 255, 255

Fonts

Open Sans

Futura Medium

**Open Sans
Extra Bold**

Futura Bold

Social Media

Tag us in ↗



/LLTCNews



/LLTCNews



/LLTCNews

Suggested minimum hashtags

#KeepingItLocalLB #KeepingItLocal #LLTCNews



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Suggested placement of primary logo and alternative logo two



Place primary logo and alternative logo two on a white circle if using a dark background.

You can use the logos alongside your logo within your own designs or as a stand alone feature in print and digital - do it your way.



All logos remain the property of Leighton-Linslade Town Council. The logo may be used without permission in support of the 'Keeping it local' messaging and promotion of the Town Centre. The logo must not be used for political lobbying or campaigning purposes.

