fun palaces

Brand Guidelines
June 2024

Contents

COMMUNITY -LED CULTURE

INTRODUCTION

Welcome to the Fun Palaces brand guidelines

The Fun Palace visual identity is crafted as an energising, flexible and accessible visual system that celebrates the history of Fun Palaces and forges forward into its second decade as a change-making community-led creative and cultural organisation.

The system unifies brand recognition across key UK territories and empowers communities through a dynamic and direct aesthetic.

The central brand symbol is geometric; a triangle inspired by bunting, a familiar and celebratory symbol across the Fun Palaces' programme history.

Bunting as a symbol inherently communicates that something inviting and exciting is happening, temporarily re-purposing a space or place with the people in the immediate location. This captures the essence of a Fun Palaces experience.

The crux of the brand identity takes the semiotics of the humble bunting triangle and crafts a system where this can also behave as a vehicle for more rebellious, energised, playful, and activist activity that feels celebratory, bold and positive.

A new, dramatically more accessible logotype is the centre of the Fun Palaces' visual branding, where 'fun' is visibly interacting with 'palaces', representing the brilliant creative exchange of people and places - of the communities and the venues, spaces and partner organisations that come together for every Fun Palaces event.

Flexible Design System

The brand identity extends beyond the logo, utilising a flexible system of geometric shapes and a vibrant colour palette - elevating the foundational heritage of Fun Palaces red, towards a much more energetic, vibrant range that builds a palette around this central primary colour. This adaptability allows Fun Palaces to adjust the visual language to match the programme's intensity, from high-energy

activism for cultural democracy on one side - to more casual, creative community gatherings at the other.

Accessible Communication

A custom logotype prioritises legibility and accessibility by embracing a more accessible brand typography which encourages playfulness, digital utility, and ensures clear communication across a wide range of diverse audiences.

Impact

As a contemporary and culturally aware organisation Fun Palaces champions creativity as a force for social change and cultural democracy.

To facilitate memorable feelings around this, we build a welcoming and approachable aesthetic, whilst also giving permission and confidence to be radical, to challenge the status-quo, to have-a-go, and to fuel curiosity for all.

Key Takeaways

- The core brand motif leverages a familiar symbol in the history of Fun Palaces in the form of our 'radical bunting' to evoke a sense of community celebration, inclusivity, and being able to flex to turn up a bold, radical edge to the brand aesthetic.
- A flexible visual system facilitates adaptation to different programme elements, tones and energy.
- Accessibility is prioritised through clear legibility, enhancing brand recognition through a vibrant, visual language.
- The brand identity reinforces Fun Palaces' role as a catalyst and confidence-builder for creative expression and connection, participation, and a dialogue for social change.

VISUAL STYLE

Visual Style

The visual identity is the outward expression of Fun Palaces.

It uniquely and distinctively builds an identity which sets the brand apart from other organisations working in the realm of cultural, creative and community-led change.

The logo is the primary element of that identity. Reinforcing brand recognition.

Other component parts play an important role in establishing the Fun Palaces visual style.

These elements are:

— Colour
— Typography
— Graphics
— Imagery

The Logo - Primary Logotype

fun palaces

fun palaces

fun palaces

fun palaces

Advised minimum
size 15mm wide

In print and digital, the Fun Palaces logo must always strike a strong contrast with its surroundings.

The primary logotype should be used as the dominant application where solid colour backgrounds and good contrast against photography and moving image are available.

However, when a background is especially visually busy and good contrast (at least 70% contrast) is not possible, the logo lockup (see next page) can be used. It can also be used where contrast is good for creative expression.

The logotype is a strong, confident and versatile logo, highly legible at all sizes.

It can be used in red, black or white, single colour from the core identity colour palette. The logo can also be used in partner / sponsor colours, as long as legibility is ensured.

The Logo - Primary Logo Lockup

Advised minimum
size 20mm wide

In print and digital, the Fun Palaces logo must always strike a strong contrast with its surroundings.

When a background is visually busy / complex and good contrast (at least 70% contrast) is not possible, the logo lockup can be used. It can also be used where contrast is good for creative expression.

The logo lockup is a strong, confident and versatile logo, highly legible at most sizes. When logo sizes are at their most reduced however, we operate a responsive logo set with a monogram logo variation.

The lockup logo can be used in red, black or white, single colour from the core identity colour palette. The logo can also be used in partner / sponsor colours, as long as legibility is ensured and the text element is white.

This is the primary version to be used for all external and public facing materials. The logo is available to use in full colour version and mono.

The Logo - UK Territory Logotype Variations

In print and digital, the Fun Palaces UK Territories Logotype version must always strike a strong contrast with its surroundings.

These options are available to Fun Palace communities who feel that specifically identifying their place publicly is useful to the engagement activities of a local audience.


Advised minimum size 25mm wide

The Logo - Responsive Logo Variations

The Fun Palace responsive logo variations reflect the essence of the primary logos that exists in several, slightly different and easily scalable variations. These are designed to be responsive with the demands of a digital environment where brand real estate can be as small as 15x15 pixels for applications like website favicons, and social media / third-party apps and accounts where the Fun Palace monogram logo at the bottom of the scale can be used.

Logo Position
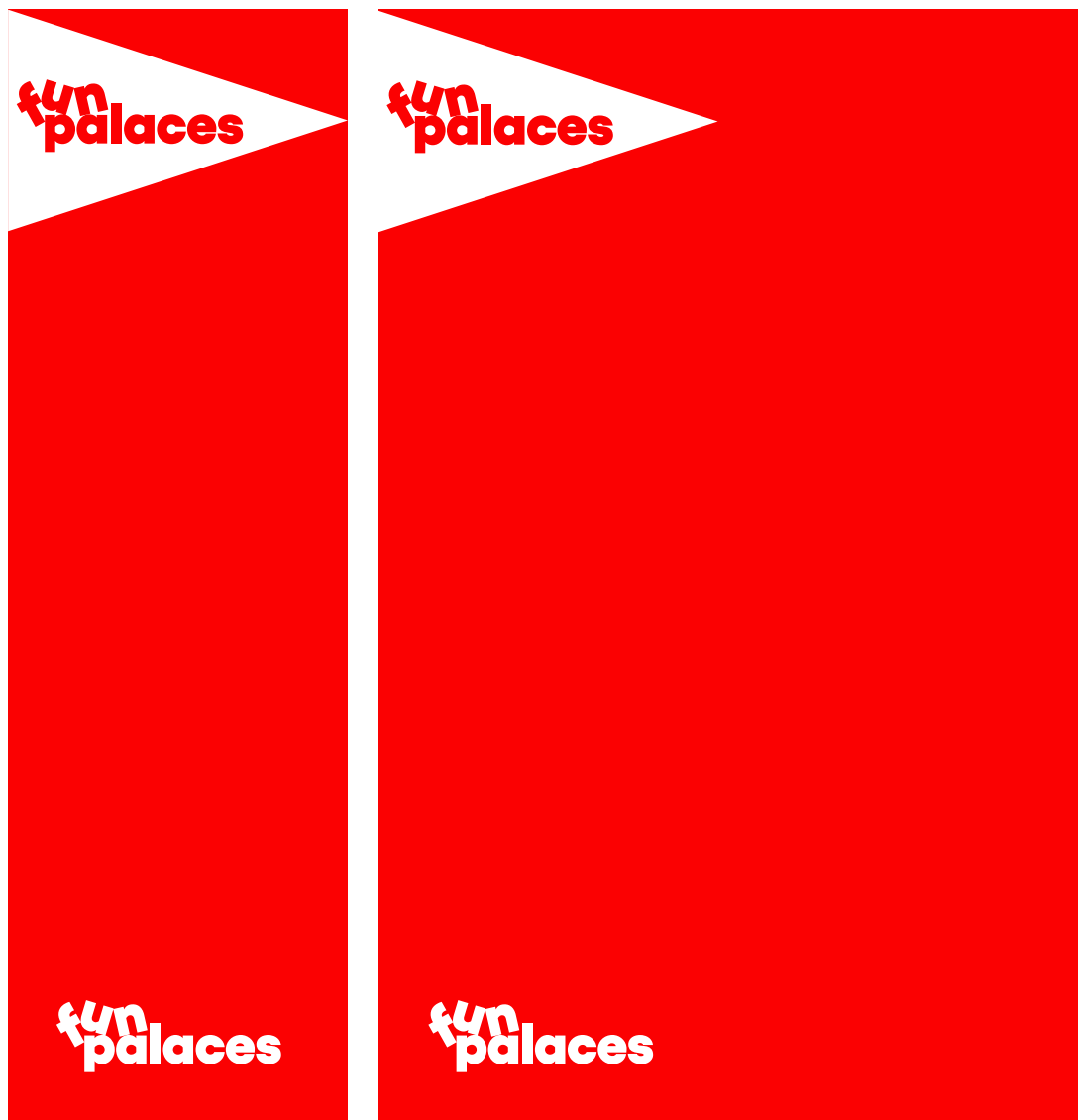
The Fun Palaces primary logo lockup is always placed at the top left against the left edge of the artboard on our own marketing material. It can be positioned directly into the top corner or close to the top (definitely never below the centre point of any artboard. It can be used full-width so that the point touches the right side of the artboard or scaled back towards the left side. The logo lockup always originates from the left on our own marketing material. This reflects our social position. We never right-align our logo lockup. A partner might use this logo in the footer of their material where they can place it away from the left edge.

When the logo lockup and logotype are used on the same page/display, then the logotype is always placed bottom left, or central if the artboard is especially narrow.

Both the logotype and logo lockup can be used alone, and can either be used full artboard width, for maximum visual impact, or scaled down to suit the application format, but must always remain above 9mm in height in print and 80px in height for screens as a minimum.

Logo Isolation Area - Logotype

The Fun Palaces logotype should always be surrounded by a minimum area of space.

The area of isolation ensures that headlines, text, photography or other visual elements do not encroach on the logo.

The area is defined by using an 'a' from the logotype, placed in each corner, which is referred to as 'a' and placed as padding measurement.

This area of separation is a minimum and should be increased wherever possible.

In Fun Palaces marketing material the red and white colour versions are the primary selection, with black being secondary.

For partners, if our brand colours do not fit with their colour palette, the logotype can be recoloured in mono or the partners colours, as long as the logotype is clearly visible in contrast to the design.

Logo Isolation Area - Logo Lockup

The Fun Palaces logo lockup should always be surrounded by a minimum area of space.

The area of isolation ensures that headlines, text, photography or other visual elements do not encroach on the logo*.

The area is defined by using an 'a' from the logotype within the bunting triangle which is referred to as 'a' and placed as padding measurement on each side.

This area of separation is a minimum and should be increased wherever possible.

The isolation area on the left side of the triangle is the minimum space that partners may use when including this logo in their materials. The red element of the logo lockup can be recoloured in mono or the partners colours, as long as the logotype element is clearly visible with good contrast.

*The core purpose of creating the Fun Palaces logo lockup was to both express the essence of brand experience whilst creating a dynamic container for the logotype, so when marketers, designers or community members want to use a visually complex background, the logo lockup can be selected to ensure the legibility of the Fun Palaces logotype.

Logo Isolation Area - UK Territory Logotype Variations

The Fun Palaces UK territory logotype variations should always be surrounded by a minimum area of space.

The area of isolation ensures that headlines, text, photography or other visual elements do not encroach on the logo.

The area is defined by using an 'a' from the logotype, placed in each corner, which is referred to as 'a' and placed as padding measurement.

This area of separation is a minimum and should be increased wherever possible.

In Fun Palaces marketing material the red and white colour versions are the primary selection, with black being secondary.

For partners, if our brand colours do not fit with their colour palette, the logotype can be recoloured in mono or the partners colours, as long as the logotype is clearly visible in contrast to the design.

Misuse

It is important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified or added to. The logo must never be redrawn, adjusted or modified in any way outside of the guidance of this document. It should only be reproduced from the artwork provided. To illustrate this point some of the more likely mistakes are articulated.

—DO NOT DISTORT THE LOGO
—DO NOT PLACE TEXT ON THE LOGO
—DO NOT PLACE THE LOGO IN A FRAME
—DO NOT ADD GRADIENTS TO THE LOGO
—DO NOT REPRODUCE IN LOW RESOLUTION
—DO NOT CHANGE THE LOGO AT ALL

COLOUR PALETTE

Colour Palette - General Use

The palette contains the core colours that should be used across all Fun Palaces channels and marketing. By using these colours consistently and appropriately they help reinforce the Fun Palaces brand. Note, white tints of each colour, where detailed, can be added at 40% and 75% opacity.

Primary

Fun Palaces Red

Digital:
HEX #FB0102
251R 1G 2B

Print:
0C 100M 100Y 0K

Fun Palaces Yellow

Digital:
HEX #FFB400
255R 180G 0B

Print:
0C 36M 100Y 0K

Fun Palaces Blue

Digital:
HEX #5E9EF8
94R 158G 248B

Print:
71C 21M 0Y 0K

Fun Palaces White

Digital:
HEX #FFFFFF
255R 255G 255B

Print:
0C 0M 0Y 0K

Secondary

Fun Palaces Green

Digital:
HEX #56AD66
87R 173G 102B

Print:
78C 2M 87Y 0K

Fun Palaces Intense Pink

Digital:
HEX #FF3CC6
255R 60G 198B

Print:
0C 96M 0Y 0K

Fun Palaces Pink

Digital:
HEX #FB7CFD
251R 124G 253B

Print:
13C 59M 0Y 0K

Fun Palaces Orange

Digital:
HEX #FE6A00
254R 106G 0B

Print:
0C 78M 100Y 0K

Fun Palaces Black

Digital:
HEX #1B1B1B
27R 27G 27B

Print:
73C 67M 65Y 78K

Fun Palaces Skintone 1

Digital:
HEX #745C3A
116R 92G 58B

Print:
42C 56M 85Y 30K

Fun Palaces Skintone 2

Digital:
HEX #B89666
184R 150G 102B

Print:
25C 41M 71Y 3K

Fun Palaces Canvas

Digital:
HEX #FEF5E6
254R 245G 230B

Print:
0C 3M 9Y 0K

Colour Palette - AAA Calibration for the Fun Palaces Website

To ensure maximum accessibility for our website content whilst delivering the Fun Palaces brand colour experience, we use this AAA WCAG calibrated version of the colour palette. The colour of the text (White #FFFFFF and Black #000000) identifies the correct text colour to be used over the coloured backgrounds for maximum visual contrast. White tints are allowed at 25% and 60%.

Primary

Fun Palaces Red (website)

Backgrounds:
AAA = "Large Text" (19px+, Bold), text overlay set in White

HEX #E81902
232R 25G 2B

| Black | White |

Fun Palaces Yellow (website)

Backgrounds:
AAA = "Normal Text" & "Large Text", text overlay set in Black

HEX #FFB608
255R 182G 8B

| Black | Black |

Fun Palaces Blue (website)

Backgrounds:
AAA = "Normal Text" & "Large Text", text overlay set in Black

HEX #5E9EF8
94R 158G 248B

| Black | Black |

Fun Palaces White (website)

Backgrounds:
AAA = "Small Text" - "Large Text" (Reg, Bold), text overlay set in Black

HEX #FFFFFF
255R 255G 255B

Secondary

Fun Palaces Green (website)

Backgrounds:
AAA = "Normal Text" & "Large Text", text overlay set in Black

HEX #5EBA6F
99R 161G 248B

| Black | Black |

Fun Palaces Pink (website)

Backgrounds:
AAA = "Normal Text" & "Large Text", text overlay set in Black

HEX #FF4DC9
255R 77G 201B

| Black | Black |

Fun Palaces Orange (website)

Backgrounds:
AAA = "Normal Text" & "Large Text", text overlay set in Black

HEX #FE6A00
254R 106G 0B

| Black | Black |

Fun Palaces Black (website)

Backgrounds:
AAA = "Small" & "Large text" (Reg, Bold), text overlay set in White

HEX #000000
0R 0G 0B

| White |

Fun Palaces Skintone 1 (website)

Backgrounds:
AAA = "Normal Text" & "Large Text", text overlay set in White

HEX #6D5237
109R 82G 55B

| Black | White |

Fun Palaces Skintone 2 (website)

Backgrounds:
AAA = "Normal Text" & "Large Text", text overlay set in Black

HEX #B89666
184R 150G 102B

| Black | Black |

Fun Palaces Canvas

Backgrounds:
AAA = "Normal Text" & "Large Text", text overlay set in Black

HEX #FEF5E6
254R 245G 230B

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TYPOGRAPHY

Typography

YELLIX
YELLIX

Typography

Yellix is a mono-linear geometrical sans-serif font family that supports many language glyphs, including Irish, Scottish Gaelic and Welsh. It's been selected because it is highly accessible and really flexible in it's ability to feel simultaneously utilitarian yet also really playfu and expressive.

When capitalised in heavier weights it really packs a punch, with cultural nods to the art activism of Barbara Kruger that can be linked thought the design of this type.

It feels familiar because of this, yet it also feels very now and next - certainly a typeface that will not date for at least a century.

It has similarities to Futura, but also explores stylistic sets, so it's got a lot of strict and cold alternatives ("a, e, g, m, n, r, t, etc."). It's also got some tensions between circular and square shapes. You will also find less geometrically based alternatives. Yellix has horizontal or vertical terminals and the circle forms are punched into the stems which feels like it has connections with Fun Palaces, as we are working to radically improve accessibility to be able to disrupt, connect and influence wider society and communities for cultural democracy.

The core of the typographic expression of the Fun Palaces identity utilises Yellix
Black in the logo variations, hero messaging and headers. Sub-headers are Yellix Bold and Yellix Regular is used for body copy.

The Yellix families are mainly inspired by Futura (1924–1932 Paul Renner), Drescher Grotesk(2002 Arno Drescher, Nicolai Gogoll), Super Grotesk (1930, Arno Drescher) and Johnston (1915 Edward Johnston).

Yellix was designed by Martin Vácha. First Sketch: 10/2011, Released: 5/2017, New
Version: 11/2017, with 8 weights and 16 styles.

Glyphs and alternative stylistic sets mean that bi-lingual adoption is possible.

Language Support, Full List, Latin Extended-A:

Afrikaans
Albanian
Asu
Basque
Bemba
Bena
Bosnian
Catalan
Cebuano
Chiga
Colognian
Cornish
Corsican
Croatian
Czech
Danish
Dutch
Embu
English
Esperanto
Estonian
Faroese
Filipino
Finnish
French
Friulian
Galician
Ganda
German
Gusii
Hungarian
Icelandic
Ido
Inari Sami
Indonesian
Interlingua
Irish

Italian
Javanese
Jju
Jola-Fonyi
Kabuverdianu
Kalaallisut
Kalenjin
Kamba
Kikuyu
Kinyarwanda
Kurdish
Latvian
Lithuanian
Lojban
Low German
Lower Sorbian
Luo
Luxembourgish
Luyia
Machame
Makhuwa-Meetto
Makonde
Malagasy
Malay
Maltese
Manx
Maori
Meru
Morisyen
North Ndebele
Northern Sami
Northern Sotho
Norwegian Bokmål
Norwegian Nynorsk
Nyanja
Nyankole
Occitan
Oromo
Polish
Portuguese
Romanian
Romansh
Rombo
Rundi
Rwa

Samburu
Sango
Sangu
Sardinian
Scottish Gaelic
Sena
Shambala
Shona
Slovak
Slovenian
Soga
Somali Sorbian (Upper)
South Ndebele
Southern Sotho
Spanish
Swahili
Swati
Swedish
Swiss German
Taita
Taroko
Teso
Tsonga
Tswana
Turkish
Turkmen
Vunjo
Walloon
Walser
Welsh
Western Frisian
Wolof
Xhosa
Zulu

Yellix Black is used in the logotype, headers, statements and heroes.

AaBbCcDdEeFfGgHhIiJjKkLlMn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@£$%^&*(){}[]

YELLIX

Yellix Bold is used in sub-headers and Yellix Regular is used for body copy.

AaBbCcDdEeFfGgHhIiJjKkLlMn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@£$%^&*(){}[]

YELLIX
BoldReg

Type Colour

To maintain the Fun Palaces feel, our dominant type colours are Black, White and Red.

Creative executions of type can use any of the colours from the general colour palette on hero and header text as long as the design is visually accessible. This means a minimum of AA accessibility for digital applications such as social media, and AAA accessibility for the Fun Palaces website.

IN USE EXAMPLES

fun
palaces

+44 (0) 208 692 4446
(ext. 203)
hello@funpalaces.co.uk
www.funpalaces.co.uk
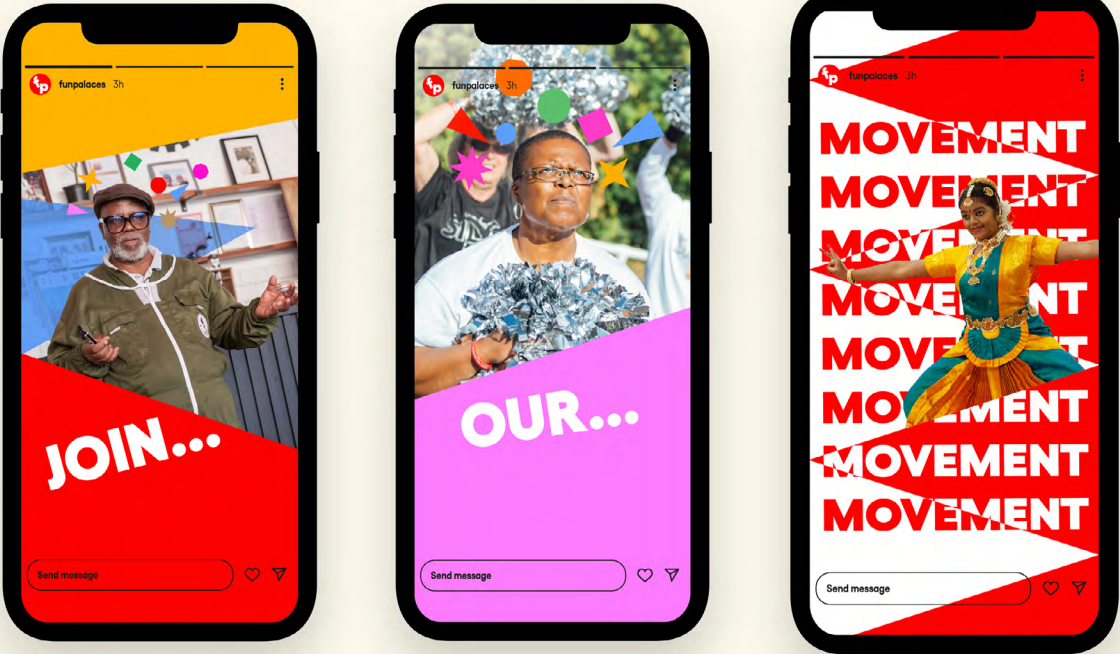
Compliments slip

*partner coloured example

fun
palaces

+44 (0) 208 692 4446
(ext. 203)
hello@funpalaces.co.uk
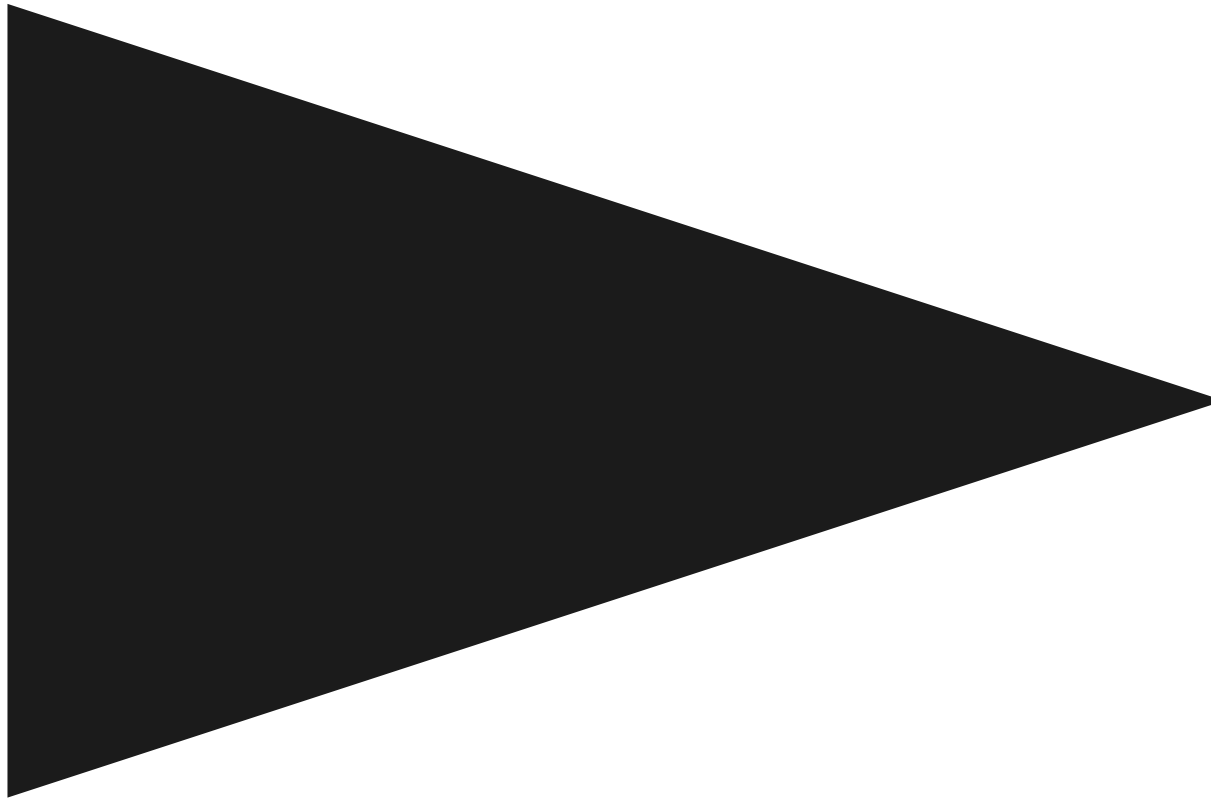www.funpalaces.co.uk
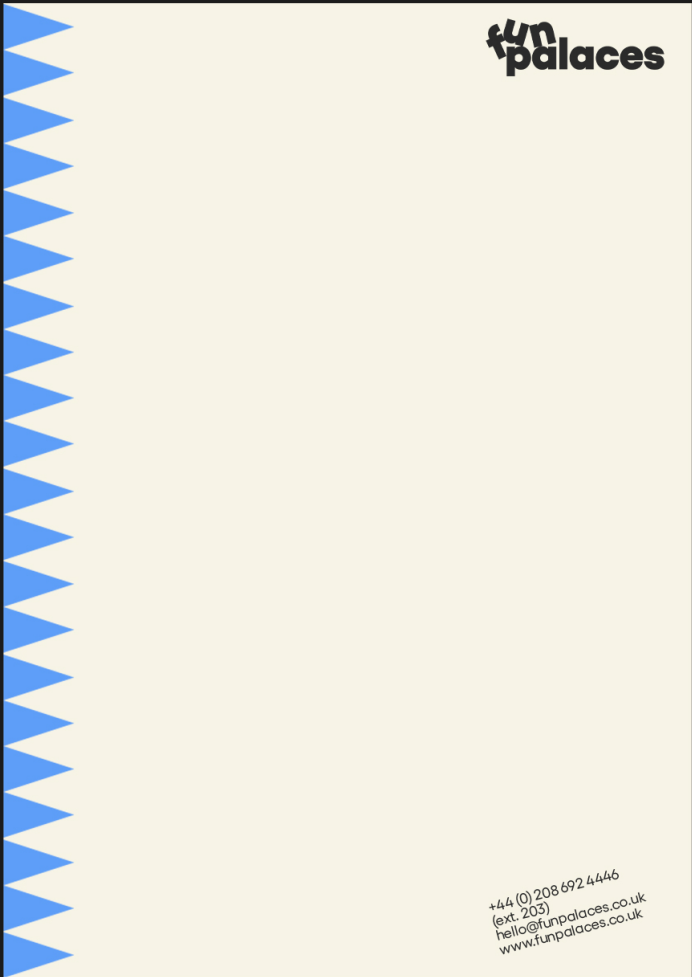
A4 letterhead stationary

In Use Examples

GRAPHICS -

PLAYFUL BRAND
TRIANGLE

Playful Brand Triangle

We can use the brand triangle bunting container from the Fun Palaces Full Logo Lockup in flexible and creative ways to create exciting and interesting background artwork or as illustration in its own right.

We encourge creativity and flexibility in how artists and designers create visuals using the Fun Palaces trangle.

The only rule is that this shape must be used to create visuals with, both in solid form (with Fun Palaces brand colours) and using strokes of the outline of the shape.

Some examples can be found on the following pages.

Playful Brand Triangle

Playful Brand Triangle

Playful Brand triangle

The brand triangle can be overlaid onto photography to express the 'genius in everybody' or a creative spark happening in people featured in photography. A balance of treated and untreated photography should be considered. Treating an image with brand triangle overlays could be a hero image in a marketing campaign or a header image on a web
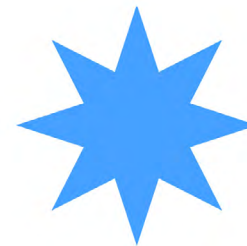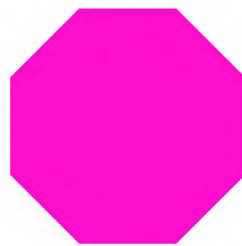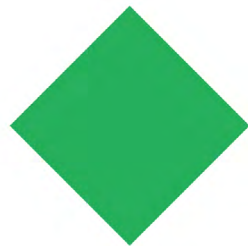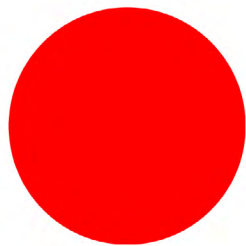
GRAPHICS -

ADDITIONAL BRAND SHAPES

Additional Brand Shapes

Additional brand shapes can be used to enhance the idea of diverse thinking and broader emotions in addition to overlaying the brand triangle onto photogrpaphy and illustration.

These shapes are a circle, an equal-sided diamond, an octagon, an eight-sided star and a sixteen-sided star. These can be recoloured in any of the Fun Palaces brand colours. Some use example can be found on the follwing pages.
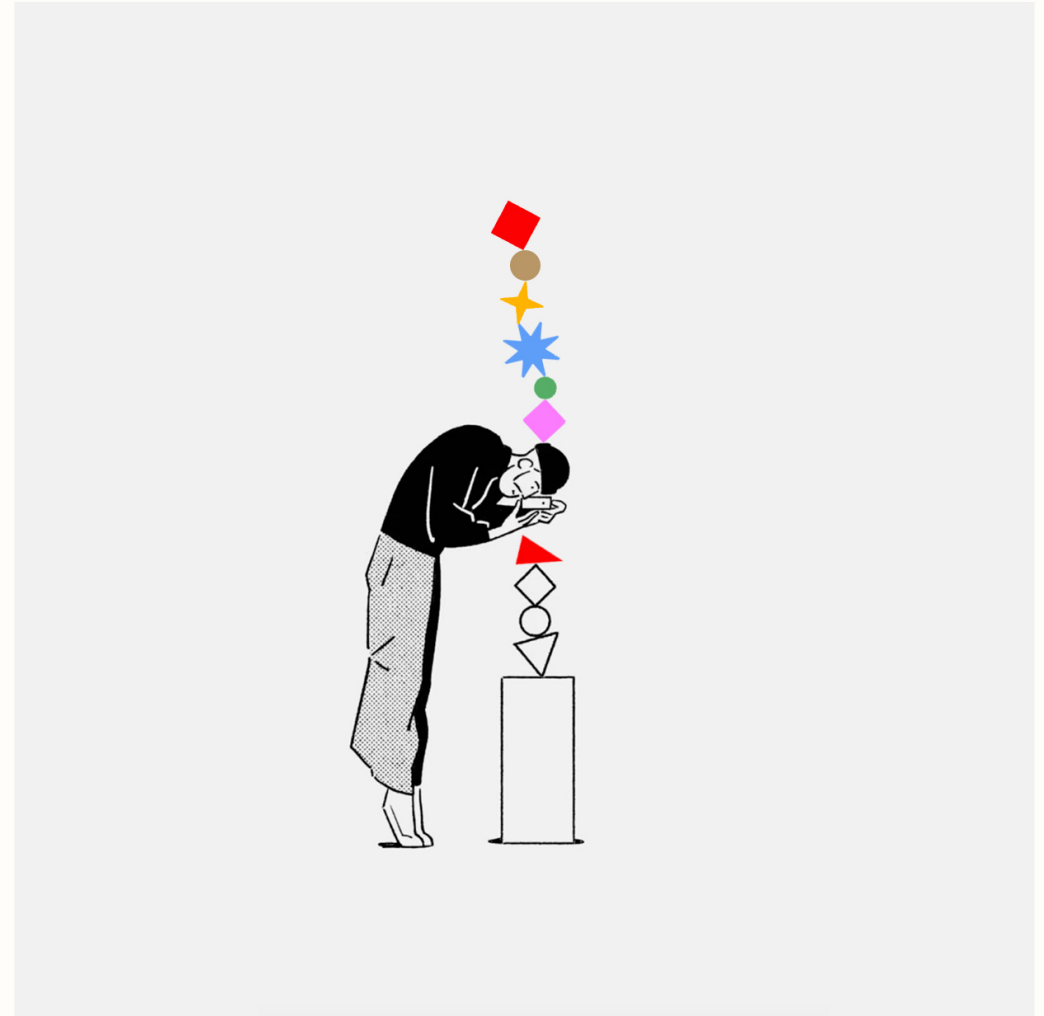
Additional Brand Shapes

Creative placements that enhance activity / action.
Applied to illustration exmples here by Form Play
Studio.

Additional Brand Shapes

CONTACT US

Hey :)

e: hello@funpalaces.co.uk
t: 0208 692 4446, ext 203
Call and leave a message.

Note: Our core team are all part time and work on Fun Palaces 2 days per week so please be patient with our reply.

www.funpalaces.co.uk