

Brand basics

How to use the Fun Palaces logo, colours and font, so your Fun Palace looks part of the movement.

The logo

Put the logo on your posters, flyers, banners and social posts - it shows everyone your Fun Palace is part of something bigger. Download the logo pack from the Posters and Logos page.

	
Red - on white or light backgrounds. Use this one most.	White - on red, dark backgrounds or photos.
	
Black - for black-and-white printing.	Pennant - a playful alternative on white or light backgrounds.

Do

- Keep space around the logo - about the height of the "f".
- Make it big enough to read easily.
- Pick the version that stands out from the background.

Don't

- Stretch, squash, rotate or recolour it.
- Put the red logo on a red or busy background.
- Add shadows, outlines or effects, or box it in.

Colours

Fun Palaces is a red brand. Start with a splash of red, and keep plenty of white space.

 Fun Palaces red #E81902 · RGB 232 25 2	 White #FFFFFF	 Black #000000 - for text
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Red and white together, and black text on white, are the strongest and easiest to read.

Font

The Fun Palaces font is **Yellix**: chunky, friendly and clear.

Yellix Black for big headlines

Yellix Bold for headings and highlights

Yellix Regular for everything else.

Don't have Yellix? Use **Futura** or **Arial** instead - a clear, simple sans-serif font. Avoid fancy or handwriting-style fonts for important information.

The pennant shape



Our playful shape is a **long, sharp pennant** that points the way - not a short or even-sided triangle. Use it as bunting, an arrow, a corner flash or a bullet point. A little goes a long way, and homemade versions are very welcome.

Clear for everyone

- Use big, bold text for the key details: **what, where, when, cost.**
- Keep text black or white on a plain background, with strong contrast.
- Don't put important words over busy photos.
- Add access information, and try the accessible poster template.
- Add alt text when you share images online.

Photos and hashtag

Real people doing real things - colourful, joyful and a bit DIY. Always credit the photographer and get consent from the people in your photos. Use **#FunPalaces** on everything you share.

Get the logo pack, posters and full brand guidelines at funpalaces.co.uk/makers-toolkit/resources/posters-logos-banners

Questions? Email hello@funpalaces.co.uk