



Brand Guidelines



A green, rounded rectangular graphic containing a stylized landscape. The landscape features several small, green trees of varying heights and shapes, some with brown trunks, set against a dark blue background. The text is written in white, sans-serif font, following the curve of the green shape.

Regular walking reduces anxiety, lowers blood pressure, makes you feel good, burns calories and builds relationships with other walkers.

Logo versions

Logo A



Logo B



Logo versions

Logo C



Only used when full colour is an issue
or the print requirements require
single colour

Logo D



Only used when full colour is an issue
or the print requirements require
single colour



Colour System

Brand Colours

Main Brand Dark Blue
RGB: 23 56 82
Pantone: 2260U

Light Blue
RGB: 23 56 82
Pantone: 2260U

Pink
RGB: 242 153 191
Pantone: 2260U

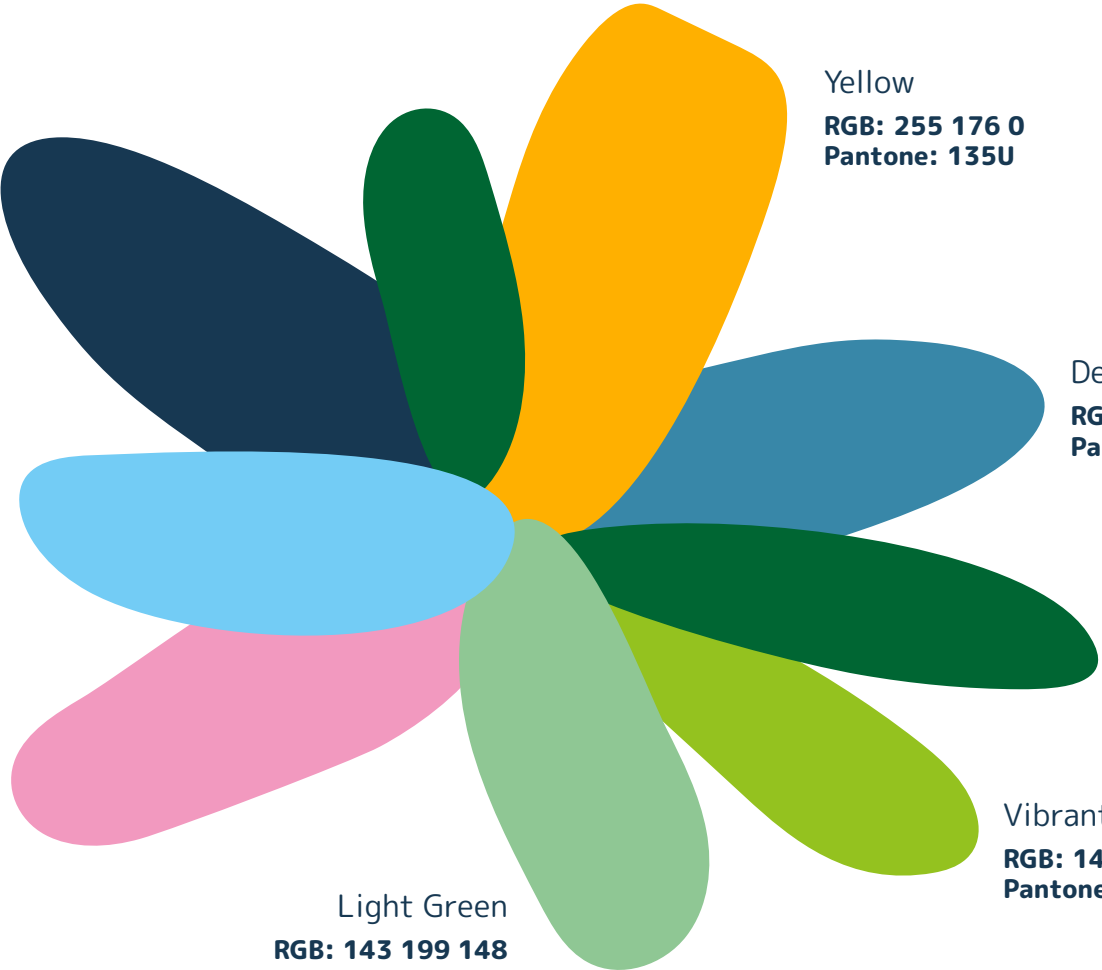
Light Green
RGB: 143 199 148
Pantone: 2260U

Yellow
RGB: 255 176 0
Pantone: 135U

Deep Blue
RGB: 56 135 168
Pantone: 7703U

Dark Green
RGB: 0 102 51
Pantone: 348U

Vibrant Green
RGB: 148 194 31
Pantone: 2298U



Font

WAWA




TYPOGRAPHY

Rounded M PLUS is the brand font and will be used on all materials in all locations, in print, digital and online.

Thin
Light
Regular
Medium
Bold
Extra Bold
Black

Rounded M PLUS

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đefghijklmnopqrsštuvwxyzžАБВГГДЂЕЁЄЖЗСИІЙЖКЛЉМНЊОПРСТ
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Graphic Style



"I used to dread leaving the house before I found Walk Derbyshire. Now I can't believe I was that person. I look forward to it"



"Like most people, we became worried about our health and how fit we were. Between us we have lost 2 stone - all from just walking instead of driving when we can"



DID YOU KNOW:

**WALKING FOR 30 MINUTES
BURNS AROUND 200 CALORIES
AND REDUCES ANXIETY?**



"Like most people, we became worried about our health and how fit we were. Between us we have lost 2 stone - all from just walking instead of driving when we can"

To find out more and join in visit
www.walkderbyshire.co.uk



Need support?

The Walk Derbyshire Brand was created by Power Box Creative.

**power
box.**

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