



# **we are creative hertfordshire**

create, share, explore  
[www.creativehertfordshire.com](http://www.creativehertfordshire.com)

## Brand Guidelines





# Fonts

Headings - American Typewriter

Subheadings - Montserrat Bold

Body text - Montserrat Regular

# Colours



CMKY	CMKY	CMKY	CMKY	CMKY
C 60%	M 90%	M 10%	M 100%	K 100%
M 90%	Y 85%	Y 100%		
R 127	R 239	R 255	R 236	R 35
G 63	G 65	G 222	G 0	G 31
B 152	B 54	B 47	B 140	B 32
HEX	HEX	HEX	HEX	HEX
7F3F98	EF4136	FFDE2F	EC008C	231F20

The Creative Hertfordshire font "American Typewriter" should be used for any headings, whilst Montserrat should be used for any body text. Both these fonts can be downloaded online via Google Fonts, however Arial can also be used in place of Montserrat if necessary.

All text should be a minimum of size 12 and caps lock should be avoided as to make reading accessible for all.





## Logo Placement

The logo should be placed against a contrasting background colour and be large enough that the text can be read with ease (see top two examples)

When placed on a busy background, place either the white or black logo placed over a shape in any of the colours specified above (see example to the right).





# Banner

The banner can be used for social media headers and banners, as well as an email signature.

Example Twitter header



Example email signature

**Jane Smith**  
**Marketing Officer, We Are Creative Hertfordshire**  
**Hertfordshire | Herts | WP5 1A**



# Resources

## **We Are Creative Hertfordshire**

[Logo and Branding](#)

[Infographics](#)

[Campaign Images](#)

[Social Media Messages](#)

## **Other Useful Resources**

[Creative Hertfordshire](#)

[How to use Creative Hertfordshire](#)

[Social media marketing for not-for-profits](#)

