



WALK ^{THE} PLANK

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Section 01: Skull Marque

Our Skull marque represents us across all visible touch points, from the front of our brochure to the footer in our email.

It communicates simply and effectively who we are; no questions asked.



Our Skull can appear in different expressions, each one showing a different side of our personality.

Assured



Audacious



Maverick



Extrovert



Our expressions and cross bones can also appear on their own in a more abstract form. These can be used as icons or as separate elements for decoration, pattern or illustration.



Our marque can appear in two lock-ups, either can be used depending on what best fits the requirements.

Option One



Option Two



Our marque is supplied with the minimum amount of free space required, however, adding a little space more never hurts.

You can quickly calculate the minimum free space required by using one of the bottom bones from the Skull.

X

=



Our micro Skull marque has been created for print use at a minimum size of 20mm.

If the marque can appear larger than 20mm then the regular skull marque should be used.

Our regular Skull marque should also be used for digital formats, working at a minimum size of 100px.

Minimum
Size



Safe Zone



Our Skull marque should only ever be coloured in chalk white or charcoal grey, depending on the colour background used.

When using our Skull marque on top of our core brand colours:



When using our Skull marque on our neutral colours:



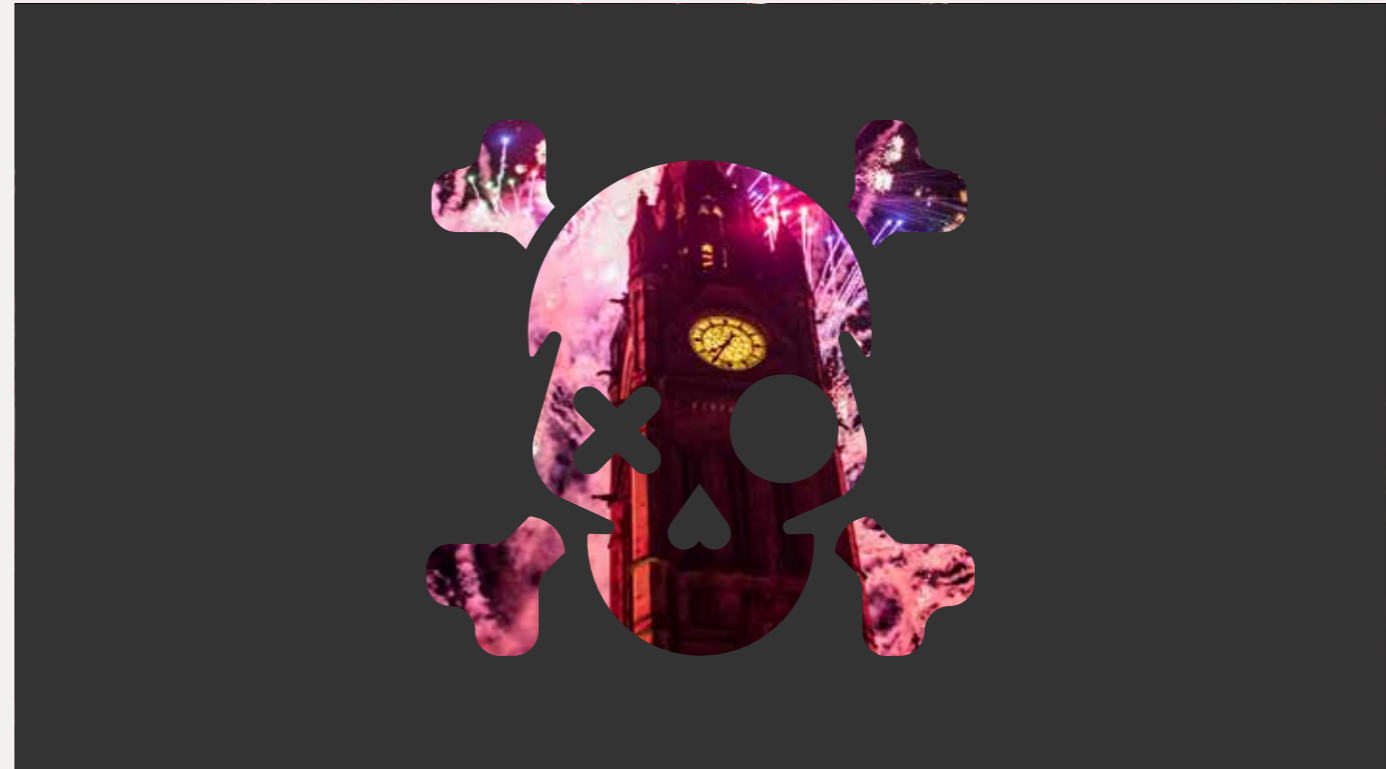
Our Skull marque can appear on images but it must appear in a colour that displays it most clearly.

When using our Skull marque on images it should appear like this:



Our Skull marque can be used as a masking device for images. It can be used by placing a mask over the image or by placing an image inside of the skull.

Example of using a mask over an image:



Example of using an image within a skull:



Our Skull marque can appear both left aligned and centred when used.



Our wordmarque should only ever be used in brand colours.

It doesn't need any bells or whistles, so please avoid the following:

- Adding drop shadows
- Adding gradients
- Stretching or distortion
- Verticle usage
- Special effects
- Adding strokes
- Using additional colours

Do not use any drop-shadows.



Do not distort or transform any element.



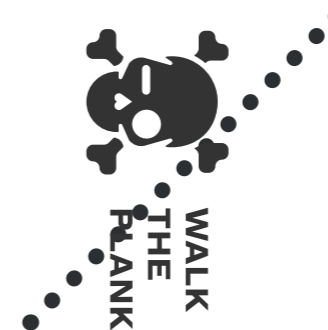
Do not use in gradients.



Do not stretch.



Do not use vertically.



Do not use special effects.



Do not use a combination of colours.



Do not use any strokes, in any colour.



Do not use any additional colours.



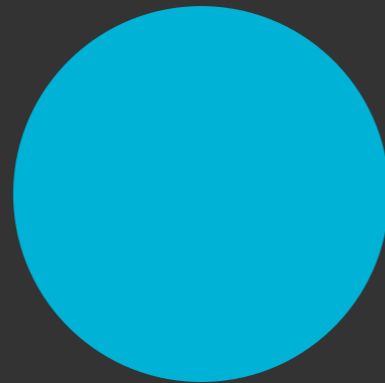
Section 02: Tag Line

At the heart of our brand tagline, a simple but powerful expression that is the focus of everything we do.

**Making
Incredible
Spectacle
Happen**

Section 03: Colour Palette

Our brand colour palette is composed of a mix of bright and neutral colours which draw inspiration from our heritage.



Marine Blue

Print
C84 M0 Y16 K0%
Pantone 2201

Digital
R0 G174 B214
#00AED6



Incendiary Red

Print
C0 M100 Y50 K0%
Pantone 206

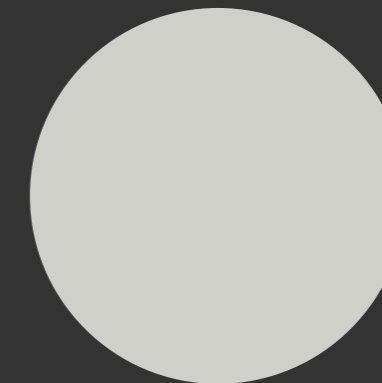
Digital
R206 G0 B55
#CE0037



Flame Orange

Print
C0 M45 Y94 K0%
Pantone 1375

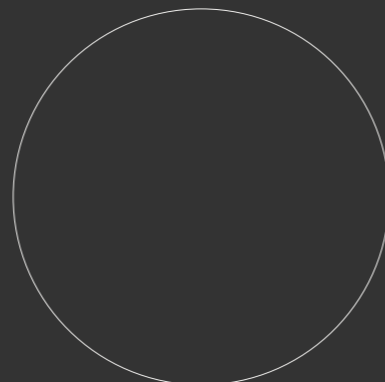
Digital
R255 G158 B27
#FF9E1B



Mid Grey

Print
C0 M0 Y2 K16%
Pantone Cool Gray 2 CP

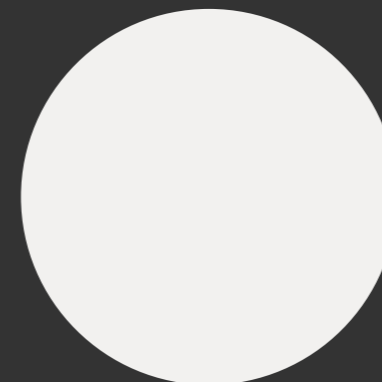
Digital
R215 G215 B210
#D7D7D2



Charcoal Grey

Print
C0 M0 Y0 K80%
Pantone Black 7

Digital
R51 G51 B51
#333333



Chalk White

Print
C0 M0 Y0 K5%
Pantone P 179-1 C

Digital
R246 G246 B245
#F6F6F5

A characterful sans serif typeface, FF Bau is the core typeface of our brand; it is used in different weights so as to vary the tone.

This typeface is to be used across all digital and print based publications.

It is available to purchase from www.fontshop.com/families/ff-bau and can be licensed for print, web and app usage.

FF Bau
Regular

Aa

abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
£&@?!/+(.,:;)FF Bau
Medium

Aa

abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
£&@?!/+(.,:;)FF Bau
Bold

Aa

**abcdefghijklmnopq
rstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
£&@?!/+(.,:;)**

When FF Bau is unavailable for use, Arial should be used in its place.

Arial
Regular

Aa

abcdefghijklmnopq
rstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
£&@?!/+(.,:;)

Arial
Bold

Aa

abcdefghijklmnopq
rstvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
£&@?!/+(.,:;)

Hierarchy is important when displaying text, it helps the reader to differentiate between different types of information.

When setting type it should always be styled in FF Bau Regular and should be left aligned.

All leading should be set at 2pt larger than the type size.

Keylines are used to break up the text and should always appear at no more than a 0.25pt stroke.

Large Header 22pt

Ellie Turner

Sub Header 14pt

Producer & Project Director

Small Header 9pt

Biography

Keyline

Body Copy 9pt

I am a full time Producer and Project Director for Walk the Plank.

To date I have Project Directed and Production Managed some of the company's largest events including: The European Capital of Culture Opening Ceremony in Turku, Finland in 2011; Land of Giants - part of the London 2012 Festival staged in Belfast; and the Preston Guild Processions in 2012 - an event that only takes place every 20 years and which totalled 20,000 participants.

I started out as a volunteer on an event with the company in 2000 and since then have spent many years freelancing as part of the team. This has involved a variety of roles - mainly as a Pyrotechnician - but also the occasional Community Artist Assistant role, Stage Manager and even a ships Cook before I became a full time member of the team in 2007.

I'm passionate about creating outdoor work and engaging with communities I feel very lucky to be a part of Walk the Plank's core team.

Quotes should always be styled in FF Bau Regular, they look at there best when pulled out in one of the brighter colours from our palette.

Captions should appear in the same styling as a small header.

Pull Quote 22pt

“This is a great kick start course for creative practitioners wanting a hands-on overview of the principles and practicalities of making lanterns for outdoor arts.”

Caption 9pt

Alexis Johnson, Walk the Plank Learn It Director

A call to action or project summary should always be styled in FF Bau Bold.

The bold cut is punchy and draws attention, it looks its best when used in sentence case at larger sizes.

It should always appear centre aligned, with tracking set to 25.



**Call
to
action**

Section 05: Application









**Making
Incredible
Spectacle
Happen**



