

BRAND MANUAL

The Urban Los Gatos

GARDEN

AND

FLOWER

FESTIVAL



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2.1

## Logo /purple The Urban Los Gatos Garden and Flower festival

The logo has been formed using two specific typefaces. It's important to use the hole logo in all times.

There has been created three different colour versions for the logo and can NOT be used with any other colours. The colours are presented in this manual. The logo can be used in black and white, colour against white background or in white against colour background.

The minimum size for the logo is 2,5cm.

Logo in black and white.

The Urban Los Gatos  
**GARDEN**  
— AND —  
**FLOWER**  
FESTIVAL

Minimum  
size 2.5cm

Logo in white against purple background.

Logo in purple against white background.



The Urban Los Gatos  
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## Logo / green

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Logo in black and white.

The Urban Los Gatos  
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Minimum  
size 2.5cm

Logo in white against purple background.

Logo in purple against white background.



The Urban Los Gatos  
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FESTIVAL



## Logo / red

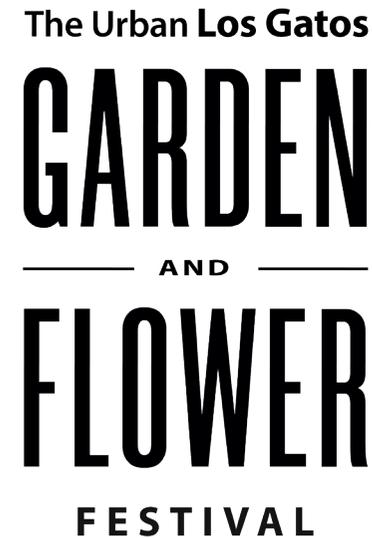
### The Urban Los Gatos Garden and Flower festival

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The minimum size for the logo is 2,5cm.

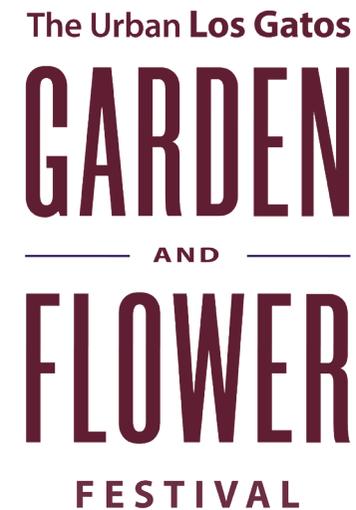
Logo in black and white.



Minimum size 2,5cm

Logo in white against purple background.

Logo in purple against white background.







3.2

## Colours / green

### The Urban Los Gatos Garden and Flower festival

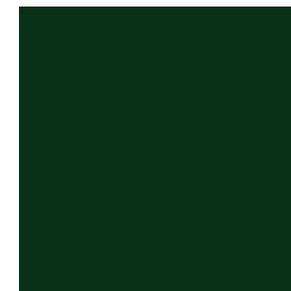
These are the colours that should be used when using the green colour scheme for the brand. It shouldn't be mixed with other colours.

The logo should be used against the darker green and the lighter green is complementing the dark green and the logo.

Text and logo are mainly used as white.



#55ad55  
R85,G173,B85  
C69,M3,Y83,K0



#123512  
R63,G28,B94  
C86,M52,Y92,K65



3.3

## Colours / red

### The Urban Los Gatos Garden and Flower festival

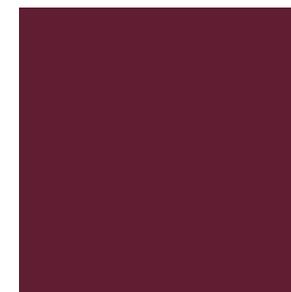
These are the colours that should be used when using the red colour scheme for the brand. It shouldn't be mixed with other colours.

The logo should be used against the darker red and the lighter red is complementing the dark red and the logo.

Text and logo are mainly used as white.



#ed252f  
R237,G37,B47  
C0,M93,Y79,K0



#672633  
R103,G38,B51  
C36,M87,Y53,K54



4.0

## How to use

### The Urban Los Gatos Garden and Flower festival

Here is some examples how the logo is NOT to be used.

## DO NOT



The logo should NOT be stretched so that the proportions would be changed.  
Or should NOT be used with different colours or against a light background.



4.0

## How to use The Urban Los Gatos Garden and Flower festival

Here is some examples how the logo is NOT to be used.

### DO NOT

Logo is too big inside the picture element.  
There should be space on the edges.



Logo is too small inside the picture element.  
It should fill the middle circle without touching the edges.





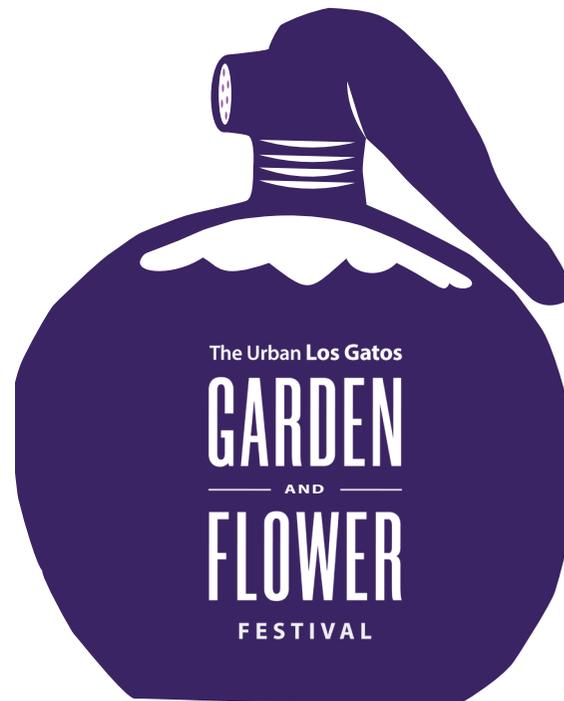
LOGO USED IN  
T-SHIRTS, WRIST-  
BANDS, PINS, FAB-  
RIC MARKS ETC.



Logo in the round background. The position should be in the middle. Not too small but not touching the edges either.



The logo can be also used inside one of the elements. Just keep in mind NOT to squeeze or stretch the measurements of the logo and leave same space on the edges.





# Typography/ Logo

## The Urban Los Gatos Garden and Flower festival

In this section is represented the fonts to be used in the logo and other touch points: brochures, t-shirts, wristbands and other advertisements. It is really important always use only these fonts to keep the consistency in visual communication.

Here are the fonts used in the logo.

LOGO TEXT  
"Flower" and "Garden"

**MORGANITE SEMIBOLD ALL CAPS**

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

abcdefghijklmnopqrstuvwxyzääö

1234567890

Vivamus iaculis porta lacinia. Duis nec ligula quis enim mattis tempus. Pellentesque dolor nunc, dictum vitae lacinia a, vehicula a massa. Vestibulum in interdum massa. Nulla at leo.

LOGO TEXT  
"Los Gatos, AND, FESTIVAL"  
AND HEADINGS

**Myriad Pro Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ**

**abcdefghijklmnopqrstuvwxyzääö**

**1234567890**

**Vivamus iaculis porta lacinia. Duis nec ligula quis enim mattis tempus. Pellentesque dolor nunc, dictum vitae lacinia a, vehicula a massa. Vestibulum in interdum massa. Nulla at leo eget est.**

LOGO TEXT  
"The Urban"

**Myriad Pro Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ**

**abcdefghijklmnopqrstuvwxyzääö**

**1234567890**

**Vivamus iaculis porta lacinia. Duis nec ligula quis enim mattis tempus. Pellentesque dolor nunc, dictum vitae lacinia a, vehicula a massa. Vestibulum in interdum massa. Nulla at leo eget est.**



6.0

# Touchpoints / brochure

## The Urban Los Gatos Garden and Flower festival

Here you can see how the logo, colours, elements and typography is used in different touchpoints.



6.0

# Touchpoints / brochure

## The Urban Los Gatos Garden and Flower festival

Here you can see how the logo, colours, elements and typography is used in different touchpoints.

Size of the brochure: 5x5 inch.

To get it fold nicely, the page folding inside is smaller than the actual size of the brochure.

### Outside of the brochure



### Inside of the brochure



6.1

## Touchpoints / purple

### The Urban Los Gatos Garden and Flower festival

Here you can see how the logo, colours, elements and typography is used in different touchpoints.

## Wristband



## T-shirt front / back



6.2

## Touchpoints

### The Urban Los Gatos Garden and Flower festival

Here you can see how the logo, colours, elements and typography is used in different touchpoints.

## Wristband



## T-shirt front / back





## Touchpoints

### The Urban Los Gatos Garden and Flower festival

Here you can see how the logo, colours, elements and typography is used in different touchpoints.

## Wristband



## T-shirt front / back



7.0

## Brand elements

### The Urban Los Gatos Garden and Flower festival

There's eight elements that are designed to use with the brand. Some of them have two versions:

- apple with the worm and without,
- spray bottle less and more water
- water canister with a logo and without
- flower pot with decorations and without.

Just that it would be easier to use in different situations.



There's three colours (purple, green and red) all of them.



