

# Valleys Steps Logo Usage Guidelines

## The Primary Logo



In most instances the primary logo should be used, when printed this can only be reproduced in full colour (CMYK)

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## The Alternative (centred) Logo



In some instances the alternative logo may be used, when printed this can only be reproduced in full colour (CMYK)

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In certain instances the logo may be used on its own, for instance as a background of a poster

# Colours

## RGB & HTML (screen based)



R:0 G:94 B:184  
#005EB8



R:151 G:215 B:0  
#97D700



R:44 G:42 B:41  
#000000

## CMYK & Pantone (print based)



C:99 M:50 Y:0 K:0  
Pantone 300



C:46 M:0 Y:90 K:0  
Pantone 375



C:0 M:0 Y:0 K:100  
Pantone Black

# Fonts

## Ubuntu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

### Ubuntu Bold

Title font, this should not to be used as body copy.

(this is a free Google font and is available at: <https://fonts.google.com/specimen/Ubuntu>)

### Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

### Ubuntu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

### Ubuntu Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

### Ubuntu Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*()

This should be used for body copy (in print and online)

(this is a free Google font and is available at: <https://fonts.google.com/specimen/Ubuntu>)

# Valleys Steps Logo

Reversed in two colours

