

Guidelines for using the Cambridge Festival Logo

The Cambridge Festival logo comprises both the University of Cambridge identifier and the Cambridge Festival icon.

The Cambridge Festival logo must always be used in its entirety- to include both the Festival Logo and the University identifier.

Important - Please never recreate, recolour, compress, stretch or amend the Cambridge Festival logo.

Our terms of use of the Cambridge Festival Logo:

- The University of Cambridge name and identifier, and the Cambridge festival icon and name, are registered trademarks
- All use of the Cambridge Festival logo must conform strictly to the University Style Guidelines. The current style guidelines are available at www.cam.ac.uk/brand-resources/guidelines
- In keeping with the University of Cambridge guidelines, the Cambridge Festival logo should be positioned on the left-hand side of any page, at either the top or bottom as shown below
- The Cambridge Festival logo must be positioned away from the edge of the document at no less than the width of the Shield (of the coat of arms)
- Try to keep all other content away from the Cambridge Festival logo – this helps the logo to stand out
- On print A4 documents, the University of Cambridge identifier should be 65 mm wide. The University of Cambridge identifier should never be reproduced smaller than 30mm wide

If you require the logo in any other format – please email the team with your request and detail the platform or medium that the logo is to be used on.

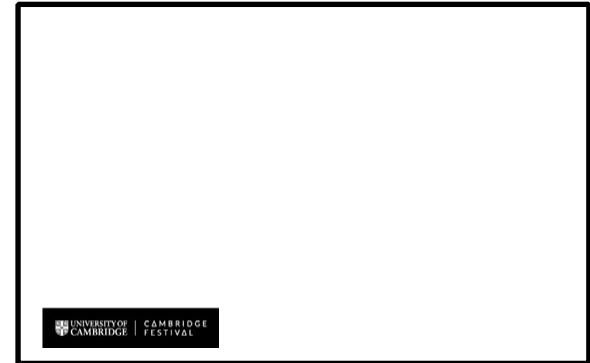
To request copies of the Cambridge Festival logo please contact us by email at:

cambridgefestvial@admin.cam.ac.uk

We will provide the graphics file and details of pantone for each colour scheme.

Festival + University Logo Lockup

Use the Cambridge festival & University logo lockup (as represented) for joint materials in association of the festival, presentations, joint research, social media, videos and streaming platforms, as well as any other media that is used in joint partnership of the Cambridge festival.



Typography

Lato

Lato - Regular

Lato is a modern sans serif font that is a Google font, meaning it is optimised for web use and has an open source licence, making it free to use and free from licensing issues.

Lato - Bold

The Lato font and the weights chosen are due to it being legible and readable for a wide range of users, as well as to ensure consistency of the festival branding.

Lato - Black

Please ensure you or any external agencies/freelancers use Lato as the font used when producing any new materials for the Cambridge festival brand. Lato can be downloaded on Google fonts here: <https://fonts.google.com/specimen/Lato?query=lato>