TRANSMEDIA WINCHESTER

Logo:

The logo can be used either with or without the blue background. When used with, it can be cropped depending on its required purpose. For example, the round logo for social media profiles. The transparent logo is for use on coloured backgrounds.

Tagline: Virtually Reformed and Better than Before.

The tagline refers to the online nature of this event and the different possibilities available due to this.

Colour Scheme:

#632054	#ffffff	#407489	#454d67	#323b58	#cfd6e2
R:99	R:255	R:64	R:69	R:50	R:207
G:32	G:255	G:116	G:77	G:59	G:214
B:84	B:255	B:137	B:103	B:88	B:226

Use of Colours:

The darker navy (#323b58) is for use as a background colour, with the white (#ffffff) and grey (#cfd6e2) mainly being used for text. The other colours can be used as accents, with the purple colour (#632054) in particular referencing the University of Winchesters branding.

Typefaces:

Work Sans Bold - Heading
Work Sans - Subheading
Roboto - Body

#ffffff	#cfd6e2

When using the dark background, headings and subheadings will be white (#ffffff) and body text will be grey (#cfd6e2).

When using the light background, headings and subheadings will be the darker navy (#323b58) and body text will be the lighter navy (#454d67).

Work Sans Bold- Heading
Work Sans - Subheading
Roboto - Body

#323b58	#454d67

Heading:
Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()?

Subheading:
Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()?

Body:
Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()?

Icons:

There are two different icon styles, which can be used: the transparent style and the round style. Icons can be used across the website and all promotional material.
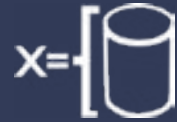

3D   DESIGN   DEVELOPMENT   CAD

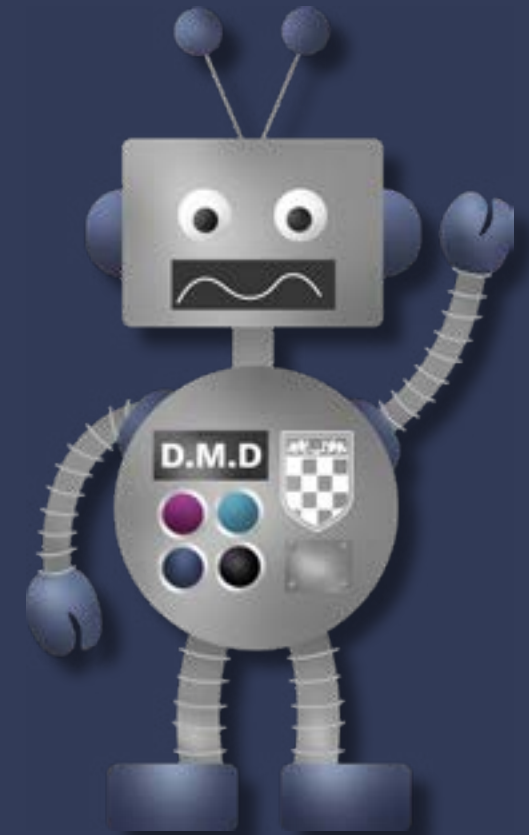3D   DESIGN   DEVELOPMENT   CAD   USER PROFILE
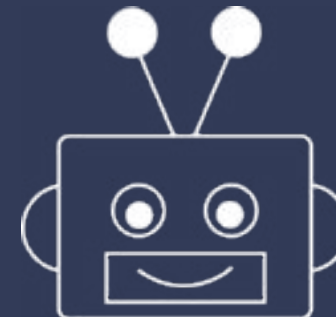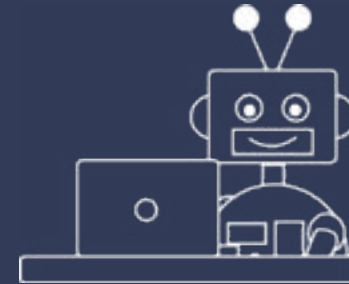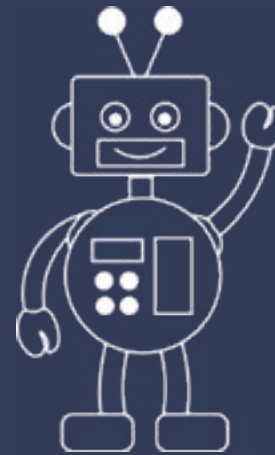

REDDIT   INSTAGRAM   FACEBOOK   TWITTER

The robot mascot has been created to represent DMD. It can be used on the website and all promotional and branding material.