underbelly
BOULEVARD SOHO

BRAND GUIDE

GDL

Our name is '**Underbelly Boulevard Soho**'.
This should not be shortened or abbreviated in any way.
The full name should appear together on one line in copy, artwork and print, etc. It should not be split across two more more lines where avoidable.

underbelly
BOULEVARD SOHO

underbelly
BOULEVARD SOHO

LOGO

Spacing and usage

For our logo to stand out, there should be sufficient clear space surrounding our logo on all sides - see clear space guide below for reference. Always keep other design elements out of this clear space around the logo. To ensure legibility, our logo should never be smaller than the examples below. We ask that you do not edit, skew or add effects to our logo.

COLOUR

Our primary brand colours are black and white, and secondary colours are deep grape and grey.

DEEP GRAPE

Deep Grape
HEX: #4d0070

Black
HEX: 000000

Dark Grey
HEX: #b1b2b2

Light Grey
HEX: #e5e5e5

White
HEX: ffffff

TYPEFACE

CENTURY GOTHIC

HEADER; CG BOLD

SUBHEADER; CG REGULAR ALL CAPS

Body; CG regular, sentence case

SECONDARY TYPEFACE
(WEBSITE ONLY)
FREIGHT BIG

HEADER; MEDIUM

Subheader; Medium sentence case