

Exclusive Ballooning Brand Guidelines

Logo Usage

The Exclusive Ballooning logo must be printed in two colours with pantone references as below on white background.

Where pantone references are not available, advice should be sought from our office.

The logo must retain proportions when resizing.



The font for the word 'exclusive' is Futura Heavy and the font for the word 'Ballooning' is Eurostile Bold. 'Aerial Marketing Worldwide' is Eurostile

The colour breakdown is as follows.

Logo and 'Ballooning'	Red - Pantone 1805c - C= 20 M= 100 Y= 88 K=10
'exclusive'	Gray - Pantone cool gray 9c - C= 0 M= 0 Y= 0 K= 60

The logo can be downloaded in JPG form here

<http://www.exclusiveballooning.co.uk/public/branding/logo.jpg>

And vectored eps file here

<http://www.exclusiveballooning.co.uk/public/branding/logo.eps>

Please address any further questions to +44(0)1453 51 1280 or [contact here](#)