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# IDENTITY STYLE GUIDE FOR



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# INTRODUCTION

LOCATED IN THE SOUTH OF LEEDS IN BEESTON. GOLDEN HORSE AIMS TO DELIVER FAST AND FRESH FOOD TO YOUR DOOR STEP WITHIN 30 - 40 MINUTES FROM ORDERING. THEY OFFER FRESH CHINESE AND THAI DISHES. WITH THEIR HEAD CHEF AND HIS TEAM. THEY MAKE MAKE SURE FOOD IS FRESH WHICH IS WHY THEY MAKE THEIR DISHES EVERYDAY BEFORE DELIVERING.

THE OLD LOGO WAS SET AT A LOW RESOLUTION. THIS MEANT THAT IT WAS BLURRY AND ALSO HARD TO READ. THE NEW LOGO IS INTENDED TO REPLACE THE OLD ONE AS THIS LOGO OFFERS A MORE MODERN STYLE TO THE BUSINESS AND GIVES IT A FRESH LOOK. THE OLD LOGO WAS IN NO WAY FIT FOR PURPOSE DUE TO THE LOW RESOLUTION OF THE PREVIOUS LOGO.



# THE LOGO

THE LOGO CONSISTS OF YELLOW AND ORANGE. WHILE THE BACKGROUND IS BLACK SHADE. IN NO WAY SHOULD YELLOW OR ORANGE BE REPLACED BY ANY OTHER COLOUR. THE ONLY EXCEPTION TO THIS IS MONOTONE. THERE IS NO EXCEPTIONS FOR THE YELLOW OR THE ORANGE COLOUR TO BE SWAPPED WITH SIMILAR SHADES. HOWEVER, THE BACKGROUND COLOUR CAN BE CHANGED IF SO DESIRED. HOWEVER THE LOGO MUST BE PLACED ON TOP OF A DARK BACKGROUND. THE BRIGHTNESS OF THE YELLOW WILL BE HARD TO SEE IF IT IS PLACED ON TOP OF A BRIGHT COLOUR LIKE A CYAN GREEN OR A BRIGHT RED ETC.



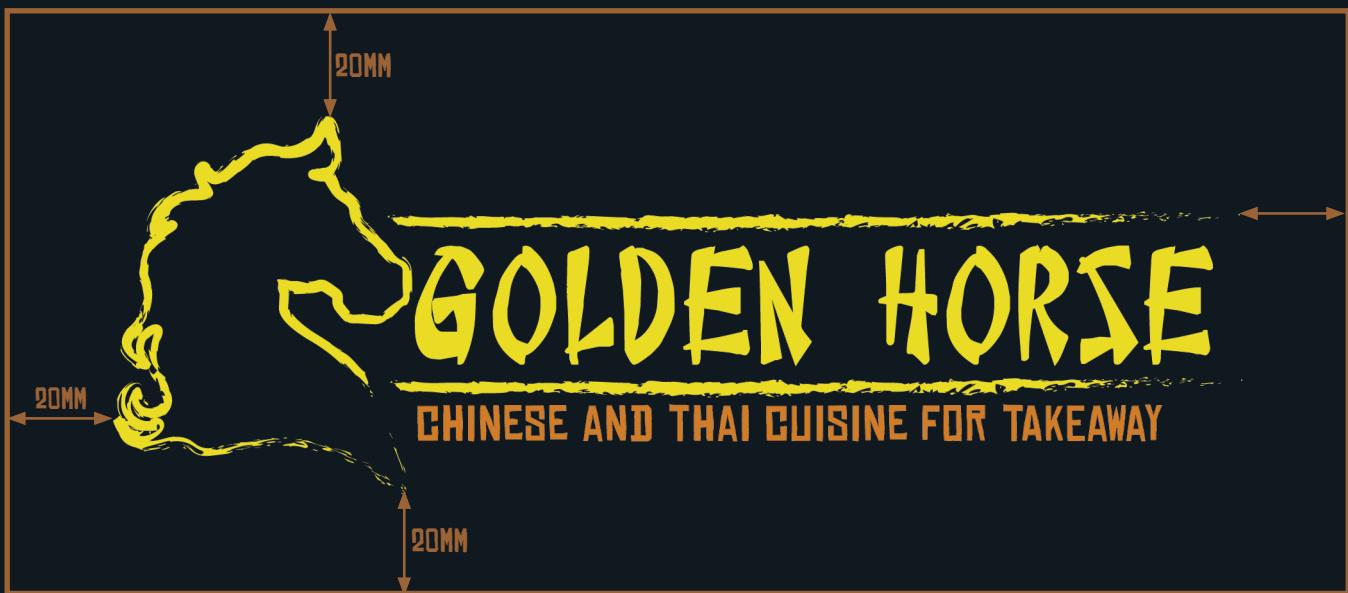
# LOGO SIZING

THERE IS NO MAXIMUM SIZE FOR THE LOGO AS IT IS SCALABLE AND WOULD WORK NO MATTER HOW BIG THE USER WILL NEED THE SIZE TO BE. HOWEVER, THERE IS A MINIMUM OF 20MM HEIGHT SIZE. THIS IS DUE TO THE SMALL TEXT NOT BEING READABLE IF THE LOGO WAS A SMALLER SIZE.



# LOGO ISOLATION AREA

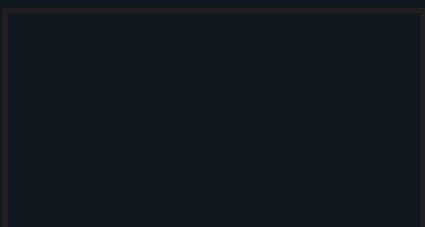
THERE SHOULD BE A MINIMUM OF A 20MM ISOLATION AREA WHERE THERE IS EMPTY SPACE. THERE SHOULD BE AN EMPTY SPACE ALL AROUND THE LOGO. THIS IS SO THE LOGO IS NOT BEING BLOCKED BY ANY OTHER MATERIAL THAT IS DISPLAYED ON THE SAME PAGE. IT GIVES THE LOGO A GOOD PLACE TO BE SPOTTED AND IS IN CLEAR VIEW OF THE USER.



# LOGO POSITIONING

THE LOGO SHOULD ALWAYS BE PRESENTED IN THE MIDDLE OF THE PAGE. THIS COULD BE EITHER CENTRAL OF THE PAGE, OR AT THE TOP OR BOTTOM OF THE PAGE. BUT MOST IMPORTANTLY STAYING CENTRAL OF THE PAGE. THE LOGO IS BEST PRESENTED THIS WAY AND CATCHES THE VIEWERS EYE MORE WHEN THE LOGO IS POSITIONED CENTRAL OF THE PAGE.

## COLOUR AND MONOCHROME



Pantone Black 6 C



Pantone 604 C



Pantone 7565 C

THESE ARE ALL THE COLOURS THAT ARE USED IN THE LOGO. AS STATED IN "THE LOGO" SECTION. IT IS ESSENTIAL THAT THE PANTONE 604 C AND THE PANTONE 7565 C COLOURS DO NOT CHANGE WHEREVER THE LOGO IS BEING PRESENTED. ONLY THE PANTONE BLACK 6 C COLOUR CAN BE ALTERED/REPLACED. THE ONLY EXCEPTION TO THIS WOULD BE WHEN PRESENTING THE LOGO WITH A MONOCHROME ALTERATION TO IT. THE MONOCHROME COLOUR IS A SIMPLE BLACK AND WHITE WITH NO CHANGE TO OPACITY OR ANY OTHER EFFECTS.



# TYPOGRAPHY

THE FONTS I USED TO CREATE THE LOGO ARE 'CHINESE ROCKS' AND 'CHINESE TAKE AWAY'.

**CHINESE TAKEAWAY**  
**CHINESE ROCKS**

BOTH OF THESE FONTS ARE AVAILABLE FROM [dafont.com](http://dafont.com) WHERE YOU CAN DOWNLOAD THESE FOR FREE FOR PERSONAL USE. IF YOU WANT TO USE THESE FONTS COMMERCIALLY YOU CAN CONTACT THE RIGHTFUL OWNERS BY CONTACTING THEM DIRECTLY USING THE EMAIL ADDRESSES BELOW.

**CHINESE TAKEAWAY**

[JAKOB@PIZZADEDUDE.DK](mailto:jakob@pizzadude.dk)

**CHINESE ROCKS**

[TYPODERMIC@GMAIL.COM](mailto:typodermic@gmail.com)



K 96°65B B 9F G

# ABSOLUT WEB BANNERS

**ABSOLUT.  
LDN**

**300X425**



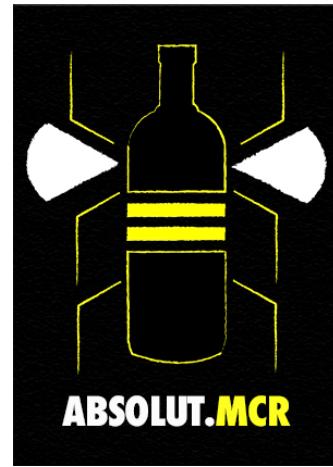
**1400X2000**



**FORMAT:JPEG  
QUALITY: MAXIMUM  
COMPRESION:LOSSY  
RESOLUTION:72DPI**

# ABSOLUT. MCR

3000X425



**FORMAT:JPEG**  
**QUALITY: MAXIMUM**  
**COMPRESION:LOSSY**  
**RESOLUTION:72DPI**

14000X2000



3000X425



**FORMAT:JPEG**  
**QUALITY: MAXIMUM**  
**COMPRESION:LOSSY**  
**RESOLUTION:72DPI**

# ABSOLUT. VEGAS

**FORMAT:JPEG**  
**QUALITY: MAXIMUM**  
**COMPRESION:LOSSY**  
**RESOLUTION:72DPI**

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1400X2000



HJ · 89BHG

HJ ·=89B HG

HJ ·=89B H%



GA9.%&\$L %, \$  
: CFA 5H.·DB;  
F9GC@ H€B.+&8D=

7C@CI F·AC89.F; 6

HJ ·89B HG

HJ ·89B H·&



GAN 9. ·% & \$L %, \$  
: CFA 5H. ·DB;  
F 9GC @ H€B.+&8D=  
7C@CI F ·AC89.F; 6

HJ ·89B HG

HJ ·89B H · .



GN9.%&\$L%\$, \$  
: CFA 5H.·DB;  
F9GC@ H€B.+&8D=  
7C@CI F·AC89.F; 6

HJ ·89B HG

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GAN 9.% & \$L %, \$  
: CFA 5H. · DB;  
F 9GC @ H€B.+ & 8D=  
7C@C I F · A C 89.F; 6

HJ ·89B HG

HJ ·89B H).



GAN 9. % & \$ L %, \$  
: C F A 5 H. · D B ;  
F 9 G C @ H € B . + & 8 D =  
7 C @ C I F · A C 8 9 . F ; 6

A I @H÷CFA 5H·7 5A D5÷ B

A I @H÷CFA5H·  
75A D5÷ B

H<9·@C; C.

ACBC7<FCA9 BCFA5@



GAN9.) \$\$L ) \$\$DL  
: CFA5H.DB;

A I @H÷ CFA 5H  
7 5A D5÷ B

DC GH9F



**JAZZFEST  
KANSAS**

**AUGUST 24TH 2021**

**BILLY COBHAM - STANLEY CLARKE -  
JACK DEHJOHNETTE - JOHN MCLAUGHLIN  
- JEAN-PUC PONY - CHICK COREA -**

**WITH CLASSIC HITS FROM:**

**MILES DAVIES - LOUIS ARMSTRONG -  
JOHN COLTRANE - DUKE ELLINGTON -  
THELONIOUS MONK - HERBIE HANCOCK  
CHARLIE PARKER - BILLIE HOLIDAY -  
AND MANY MORE!**

**MANY MORE ARTISTS TO BE ANNOUNCED**

<b>STANDARD TICKET: \$100</b>
<b>VIP TICKET: \$170</b>

: CFA 5H.>D9;  
GAN 9.5(

A I @H÷ CFA 5H'7 5A D5÷ B

H≡?9HG'GH5B 85F 8 'H≡?9H.



: CFA 5H.DB ;  
G≡9.\* \$\$L ' \$\$DL

J ≡H≡?9H.



: CFA 5H.DB ;  
G≡9.\* \$\$L ' \$\$DL

A I @H÷C F A 5H·  
7 5A D5÷ B

K 96·65BB9F G



: C F A 5H.>D9;  
G N 9." \$\$L \* \$\$DL

A I @H÷ C F A 5H·  
7 5A D5÷ B

A 9F 7 <5B 8 =G9

