

Our logotype reflects the rich, elegance of the special place it represents. Avant-garde styled characters blend into each other, echoing the 'Golden Thread' signage system (below), a physical line built into surfaces, that helps direct visitors through the building.

This logotype should never be recreated or altered in any way, it should only be used as shown within these guidelines.



PAISLEY  
TOWN  
HALL

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We have recommended sizes for our logotype. Sizing can be increased whenever required, and decreased if necessary, as long as good legibility is maintained.

The logotype should always have a clear space around it, equating to the logotype's character height, shown here marked 'x'.

However, if including the strapline – and if it is not use elsewhere on the communication – it can be nested within the clear space around the logotype (as shown opposite).

Digital	Recommended Width
Minimum	90px
800 x 600	160px
1024 x 768	200px
1280 x 800	240px
1920 x 1080	320px
3840 x 2160	640px

Print	Recommended Width
Minimum	20mm
A5	45mm
A4	60mm
A3	90mm
A2	120mm
A1	160mm

