



## Introduction

## Logotype

## Icon

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## Typography

## Using the 'Crow-stepped'

## Examples

### Logotype

Our logo is our brand's most important element. It is a unique and bold signifier of the Paisley Arts Centre brand.

Our Paisley Arts Centre logotype is a reflection of the vibrant and dynamic nature of our venue.

We have developed four unique variations of the logotype, each of which captures a different aspect of the energy and atmosphere that can be experienced at our centre.

**PAISLEY  
ARTS  
CENTRE**



## Logotype • Stack

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## Logotype • Landscape

Landscape Alternative Logo  
for limited vertical space

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**PAISLEY ARTS CENTRE**

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**PAISLEY ARTS CENTRE**

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**PAISLEY ARTS CENTRE**



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## Logotype size + spacing

### Minimum Size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

### Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.

We maintain a distance of clear space around our icon at all times. 'x' is defined by the height of the icon.

