

DYNAMITE_CHICKEN

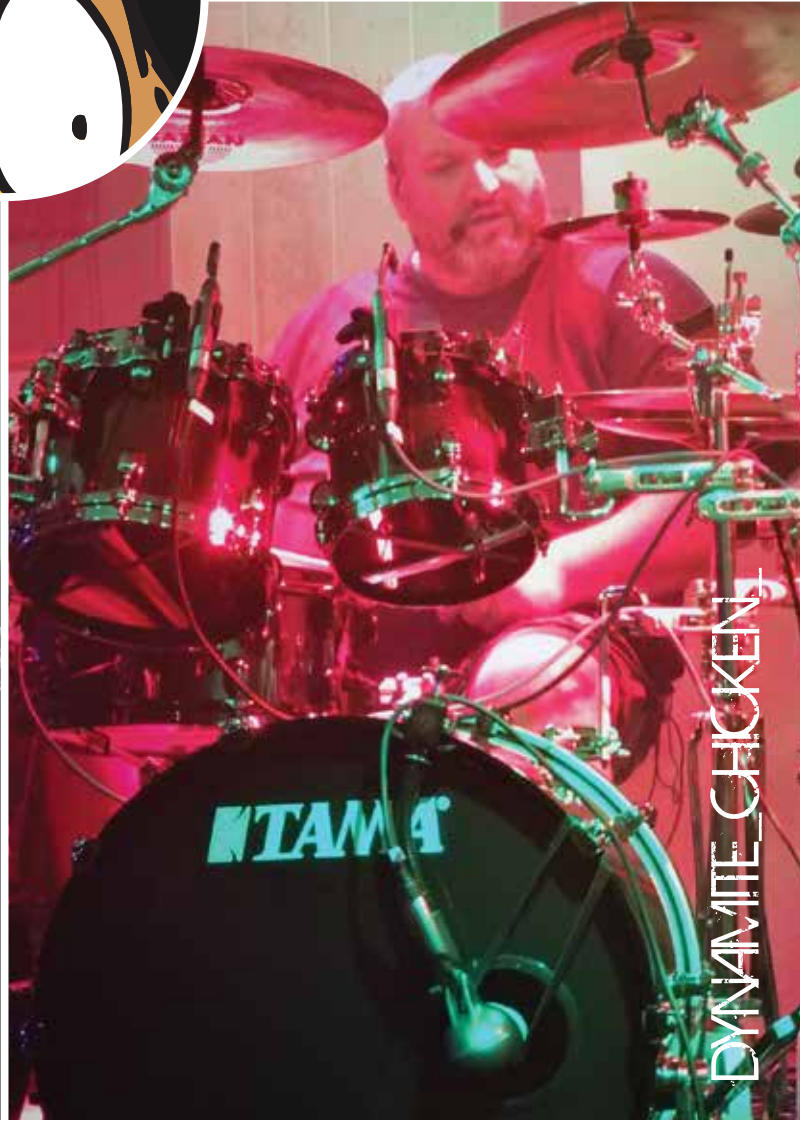


BRAND GUIDE

CONTENTS

Colours	4
Fonts	6
Logos	8
Colour	8
Black & white	9
Colour (with strapline)	10
Black & white (with strapline)	11
Example logo don'ts!	12
Exclusion zone & size	13
Icons & buttons	15
Exclusion zone & size	16
Chicken heads	18
Posters & flyers	20





PALETTE

Our lead colours are Dynamite Grey and Chicken Yellow with six additional colours supporting and used in many ways throughout the Dynamite Chicken brand. Black and white are also used.

LEAD

DYNAMITE GREY
HEX #666666
R102 G102 B102
C60 M51 Y51 K20
Pantone Cool Grey 10 C

CHICKEN YELLOW
HEX #f7bc18
R247 G188 B24
C2 M27 Y99 K0
Pantone 1235 C

SUPPORT

CHICKEN PINK
HEX #e97f88
R233 G127 B136
C4 M62 Y33 K0
Pantone 701 C

CHICKEN BROWN
HEX 5b401f
R91 G64 B31
C46 M64 Y91 K48
Pantone 7553 C

CHICKEN BIEGE
HEX #d39657
R211 G150 B87
C17 M44 Y75 K1
Pantone 7510 C

IT'S NOT BLACK - FONT
HEX #333333
R51 G51 B51
C69 M63 Y62 K58
Pantone 412C

DARK GREY
HEX #2e2e2e
R102 G102 B102
C60 M51 Y51 K20
Pantone Black C

LIGHT BLACK
HEX 1a1a1a
R91 G64 B31
C46 M64 Y91 K48
Pantone Black 6 C

ACCESSIBILITY & LEGIBILITY

When choosing colour it is important to consider the best options from the palette that will display the information clearly, effectively and complement your design/brand requirements.

There **MUST** always be good contrast between text and the background colour/image. Dark type on a white or very pale background is the most visually accessible. White type should only be used on a darker background.



DIGITAL & PRINT TYPEFACES

Dynamite Chicken uses four typefaces and the below guide shows when and how they should be used. This said, we've been known to mix it up so we're not too strict about size, colour, orientation or even if you decide to use a typeface for a different purpose to that described below. The only exception to is when using the Dynamite Chicken logo and strapline. Our logo and strapline **MUST** be on brand and allowed as per pages 8-13 of this brand guide. Remember to always consider accessibility & legibility, there **MUST** always be good contrast between text/copy and the background colour/image.

Aa
Regular

LOGO/HEADLINE STYLE 1

DYNAMITE_CHICKEN_

Typeface: Birth Of A Hero

Usage: All caps, used to create the Dynamite Chicken logo and H1 tags. It's also used to create print/digital assests as required. Occasionally it is also used as an alternative/secondary H2 tag.

Aa
Regular

LOGO STRAPLINE

the best rock covers band around...

Typeface: Courier New

Usage: Used to create the Dynamite Chicken logo strapline. It's also used to create print/digital assests as required.

Aa
Regular

HEADLINE STYLE 2 & HEADLINE STYLE 3

Fan Chat

Typeface: Oswald

Usage: Used for H2 and H3 tags. It's also used to create print/digital assests as required.

Aa **Aa**
Regular Thin

BODY TEXT

"Renowned for their powerhouse live rock performances, Dynamite Chicken are one of the most popular, respected and entertaining rock bands in London, East Anglia and the South East."

Typeface: Raleway

Usage: This is our primary typeface for all text/copy for digital/print assets. To highlights diferent segments of text/copy Dynamite Chicken use regular, thin, bold, black & italic variants of this typeface.

Aa **Aa**
Bold Black

Aa
Italic



Download our latest Logo packs at <https://www.dynamitechicken.co.uk/press-venues>

The logo **MUST** always have good contrast with the background to ensure maximum impact and accessibility. The background colours used below are examples utilising the Dynamite Chicken colour palette but feel free to change the background colour and style to meet your design requirements. These examples do not take into account our 'Exclusion zone' requirements (see page 13).

COLOUR

DYNAMITE_CHICKEN_



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BLACK & WHITE

DYNAMITE_CHICKEN_



DYNAMITE_CHICKEN_

DYNAMITE_CHICKEN_
DYNAMITE_CHICKEN_

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COLOUR

DYNAMITE_CHICKEN_

the best rock covers band around...



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the best rock covers band around...

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BLACK & WHITE

DYNAMITE_CHICKEN_

the best rock covers band around...

DYNAMITE_CHICKEN_

the best rock covers band around...



DYNAMITE_CHICKEN_

the best rock covers band around...

Example logo don'ts!

Don't remove the line breaks



DYNAMITE CHICKEN

Don't remove the line breaks and/or remove the space between the words



DYNAMITECHICKEN

Don't change the word colours, only use allowed colours



DYNAMITE_CHICKEN_

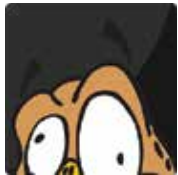
Don't change the icon position



DYNAMITE_CHICKEN_



Don't reduce or increase the spacing between the icon and words



DYNAMITE_CHICKEN_

Don't add any effects



DYNAMITE_CHICKEN_

Don't change the typeface, only use allowed logos



DYNAMITE_CHICKEN_

Don't change the look, size, position, colour or typeface of the strapline, only use allowed logos



DYNAMITE_CHICKEN_

The best rock covers band around

LOGOS

In order to maximise the visual presence of our logo an exclusion zone clear of any graphic elements or text is required. The minimum exclusion zone is equal to the width of the "D" and must always allow at least this amount of clear space around the logo, nothing should enter into this area. It is important that this rule is observed and the exclusion zone is maintained at all times. This is the **required minimum** clearance to protect our logo and **MUST** be adhered to. The logo may appear in many different ways and formats and this will help to give it clarity and presence. This is not a placement guide.

The **minimum** size for print is 12mm in height. This height requirement applies to any allowed version of our logo being used for print purposes.





Download our latest icon & button pack at <https://www.dynamitechicken.co.uk/press-venues>

Icons & Buttons are available for print & online (digital) use. The download pack contains both colour and black & white versions of the chicken head on our standard two-tone black and grey background. It also contains the colour chicken head on various sample colour backgrounds but feel free to change the colour and style of the background to meet your branding requirements. We do ask that you abide by our 'Exclusion zone' requirements (see page 16).

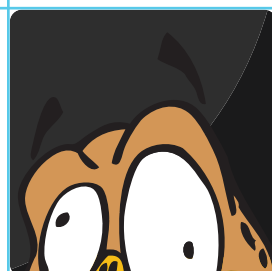
ICN | 2021 -



BTN | 2021 -



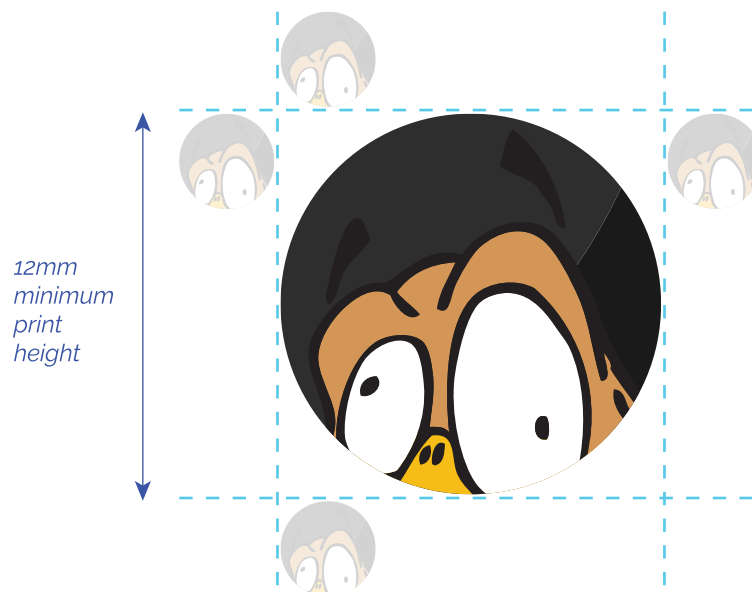
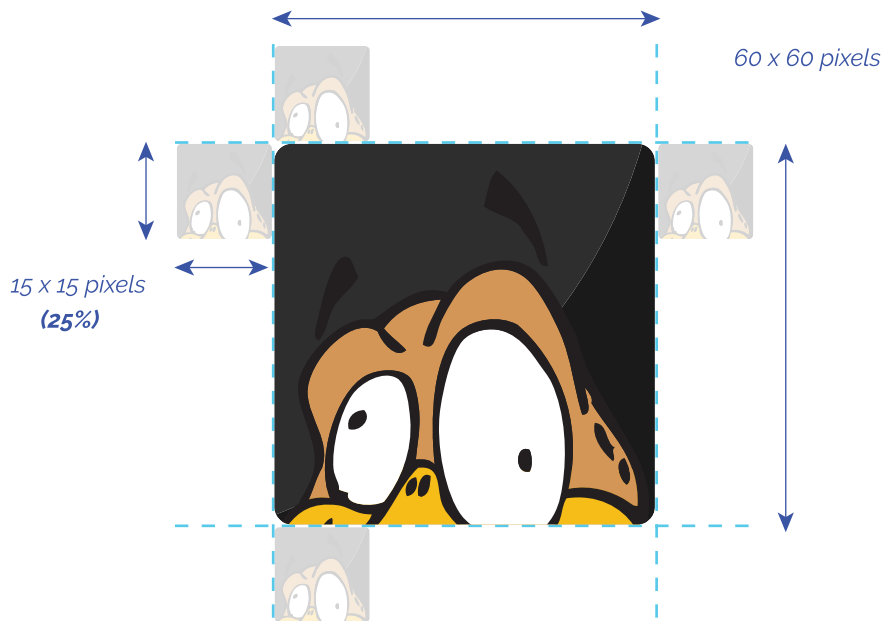
ICN | 2015 - 2020



ICONS & BUTTONS

For icons & buttons we suggest a exclusion zone equal to 1/4 (25%) of the size of the icon or button being used. Unlike our logo, this exclusion zone is a suggested minimum clear area to maximise visual presence of our icon/button as opposed to a requirement. Please feel free to do what's needed to meet your design/brand requirements.

The minimum size for print is 12mm in height. This height requirement applies to any allowed version of our logo being used for print purposes.



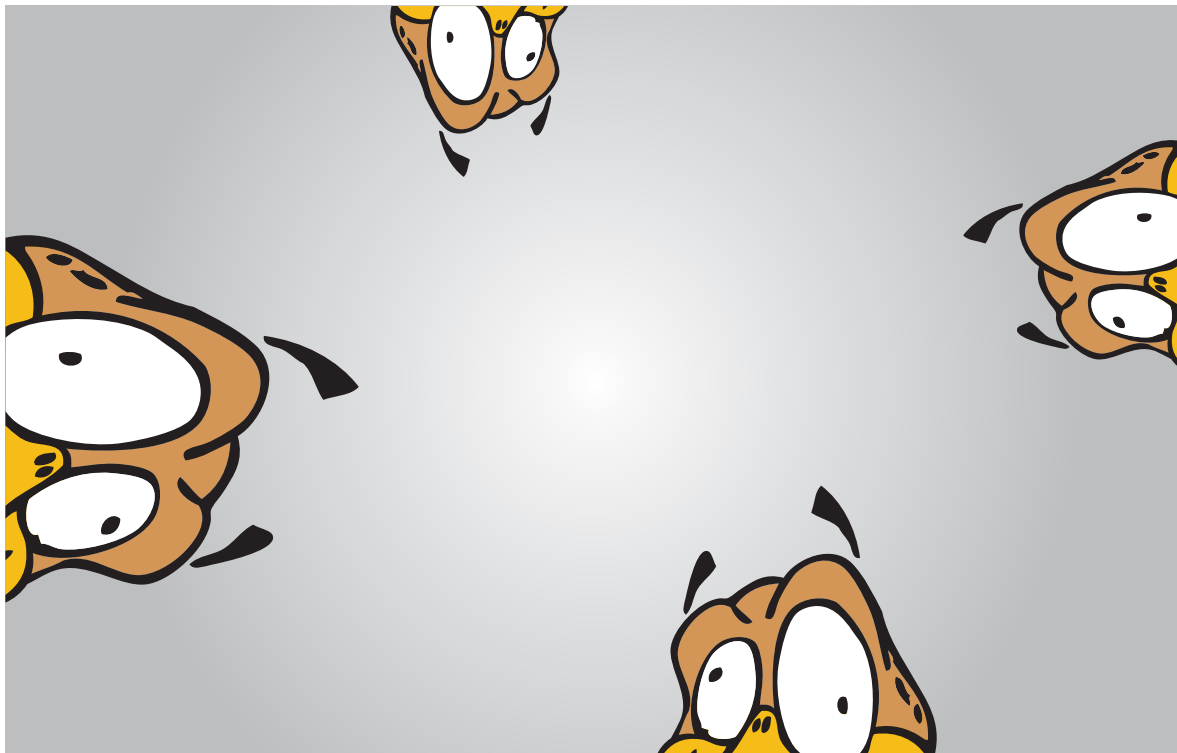


Download the Chicken heads pack at <https://www.dynamitechicken.co.uk/press-venues>

Chicken head graphics are available for print & online (digital) use. The download pack contains both the half head chicken used throughout the Dynamite Chicken brand and the full head chicken rarely used since 2015 but available for promotional purposes. Chicken head graphics are only available in colour and **MUST** be used as provided when representing Dynamite Chicken. Do **NOT** change the colours!

HALF HEAD USAGE

The half head chicken should be placed at the edge of a background shape, image, browser window etc. Orientation of the head **MUST** be used as per the example box below (*left, top, right, bottom*) but the exact position & size of the graphic along the edge is entirely up to your design requirements.



FULL HEAD USAGE

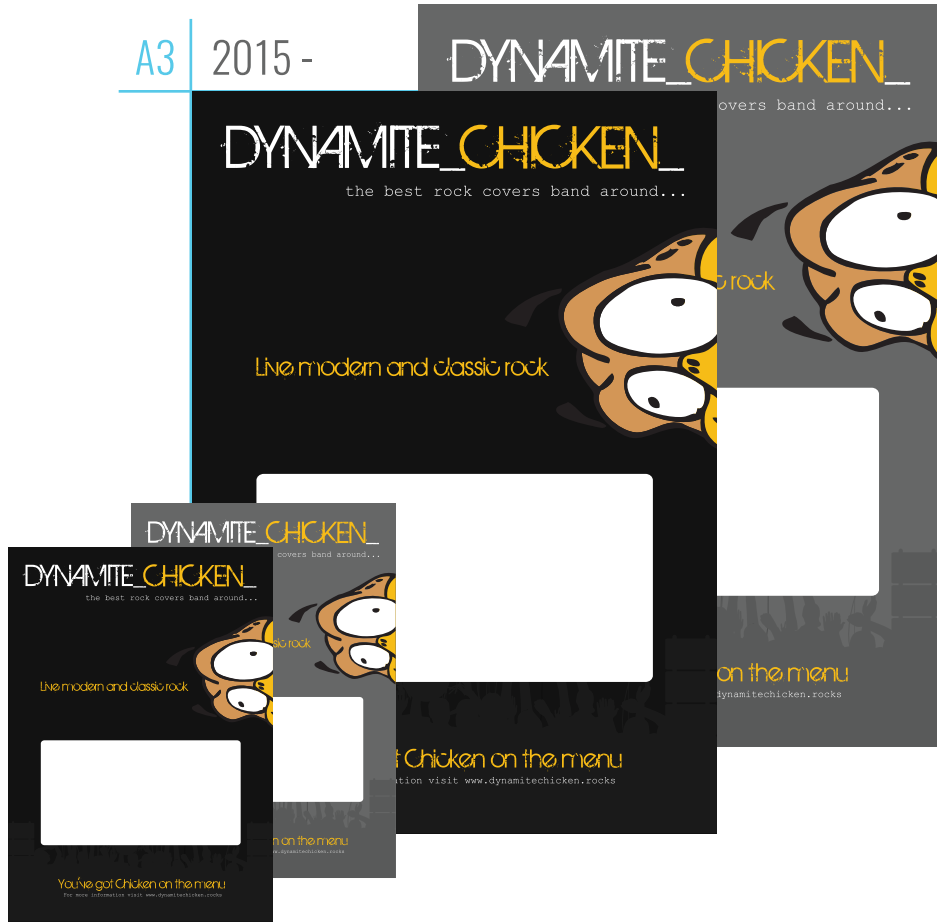
We're happy for you to use the full head chicken as you need to for your particular design requirements. The only thing we ask is you do **NOT** change the colours! You **MUST** use the full Chicken head graphic as provided when representing Dynamite Chicken.



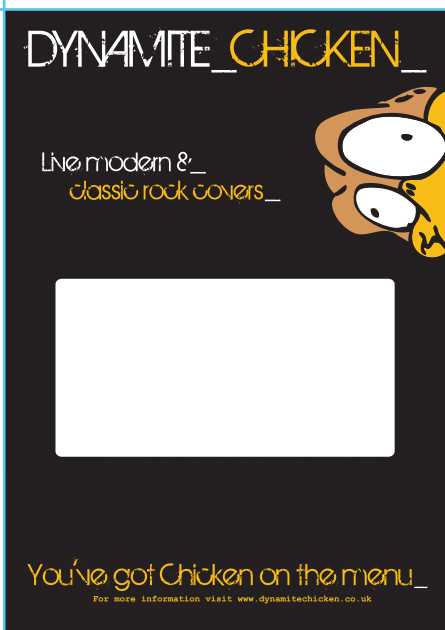


Download our latest posters at <https://www.dynamitechicken.co.uk/press-venues>

A3 2015 -



A3 2011 - 2014



A3 2008 - 2011





Have you got Chicken on the menu?

W: www.dynamitechicken.co.uk

E: bookings@dynamitechicken.co.uk