



## The Repton200 logo

The Repton200 logo is part of the branding for celebratory events in Norfolk marking the Humphry Repton bicentenary in 2018. The logo has been designed to make a visual link with Repton's burial place at Aylsham Parish Church, Norfolk - the stylised rose motif is used in the tracery of his memorial and his epitaph includes the phrase 'mine shall give form and colour to the rose'. A red rose garden has been planted in front of his memorial.

### Key points for usage

- The branding is composed of the 'wreath' logo and the strapline '*Celebrating Humphry Repton in Norfolk*'.
- The 'wreath' logo may be used with or without the strapline.
- The strapline may be positioned independently of the 'wreath' logo, however, it must comply with the correct use guidelines on page 3.
- The strapline may be used either beneath the 'wreath' logo or enlarged and placed to one side, to create a landscape banner.



*Celebrating  
Humphry Repton  
in Norfolk*



## Who may use the logo?

The logo is for the sole use of registered bicentenary events being held in Norfolk. If you are planning to hold an event, and would like to use the logo, please contact:

**Chloe Griffin**  
Tourism Officer  
Broadland District Council  
Tel. 01603 430496  
[chloe.griffin@broadland.gov.uk](mailto:chloe.griffin@broadland.gov.uk)

**Rev. Andrew Beane**  
Team Rector  
Aylsham Parish Church  
Tel. 01263 732686  
[andrew.beane@btinternet.com](mailto:andrew.beane@btinternet.com)

## Size and clear space

### Sizes for the logo

The minimum printed size for the 'wreath' logo is 25mm wide.

### Clear space area

For the logo to have an effective presence, a minimum clear space should be adhered to for all applications. The minimum clear space around the logo is at least the diameter of the stylised rose motif.

Nothing should infringe on the clear space around the logo.



Clear space area



## Correct and incorrect use

Do not attempt to recreate, manipulate or alter any element of the logo. Only the supplied logo artwork must be used. This page shows examples of correct and incorrect use of the logo.



Correct use.



Correct use.



Do not add any effects to the logo.



Do not distort (stretch or squash) the logo.



Do not recolour or alter the colour of any element of the logo.



Avoid placing the logo on a textured photographic background. Plain backgrounds, such as blue or white skies, are preferable.



Avoid placing the logo on a vivid coloured background. Muted/pastel shades are preferable.



Do not alter the size of any elements of the logo.