

Campaign line

You may need to run a campaign line alongside Taunton

The examples below show how the Taunton identity works with a campaign strap line. Ensure the strap line text is ranged left in line with the typography guidelines and that the logo is positioned at the end of the text.

Typeface and colour

Make sure the text is set in the corporate font of Din and in the regular weight, the colour palette permitted for this is; Pantone 382, 3125, black or white.

Future perfect Taunton 

Future perfect Taunton 

Project or location branding

Specific projects are branded independently, yet still need to work alongside the core brand

To enable projects to be branded under the Taunton scheme please use the corporate typeface Din in the regular weight at the same size as the Taunton logotype and using the branching 'T' at the same scale and in the same position.

The colour for the text should be in either the green or blue of the corporate logo (Pantone 382 or 3125), black or white. Please bare in mind it may be necessary to customise the text slightly to improve the letter spacing.

Firepool 

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