



Electromagnetic Field 2016



Redshift

2016 Theme - Core Brand Guidelines



Electromagnetic
Field **2016**

Logos
2016 Theme - Redshift

Where possible, logo only exists on dark background. Ideally on one of the 3 identity images.



Only if required, the logo flips to black on a white background. Avoid if possible.



Try and give the logo as much room as possible. It should at least have one 'E' height around it, as per this diagram.





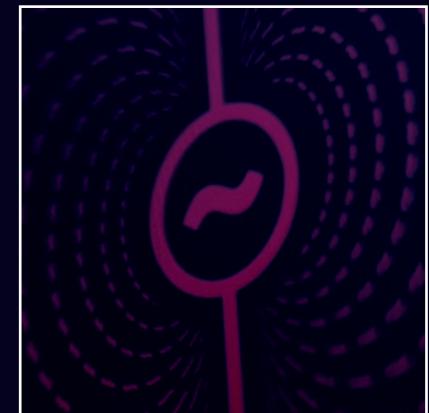
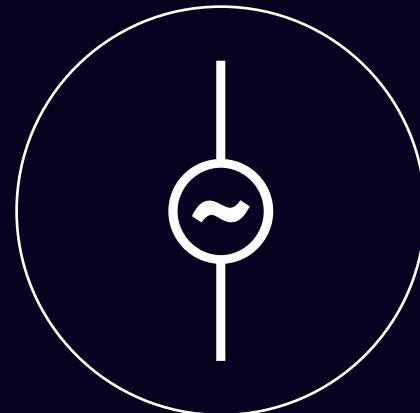
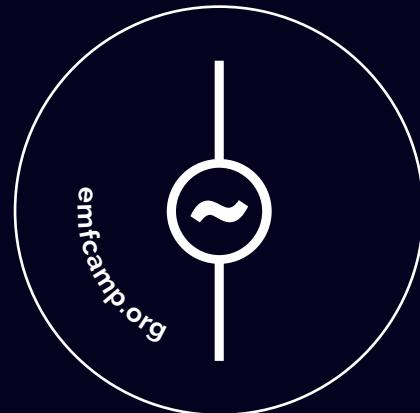
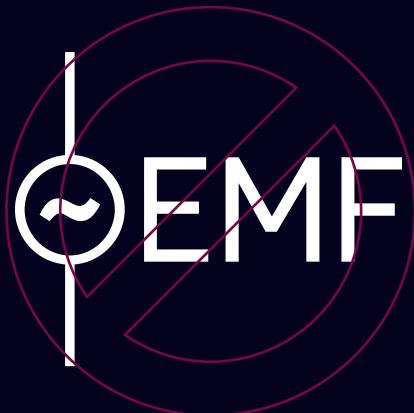
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The old 'EMF' logo is deprecated and should not be used.

The letters EMF are only used in letter limited situations like usernames and URLs.

If the full logo is too large to fit onto your project, there are two emblem only options available for use.





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**Do not distort the logo
when using.**

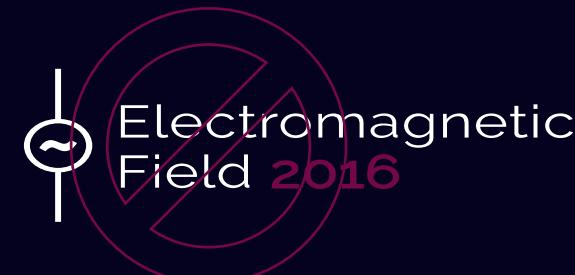
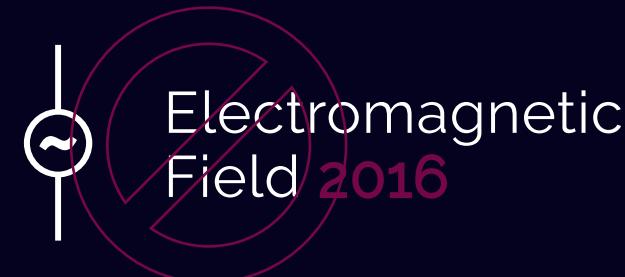
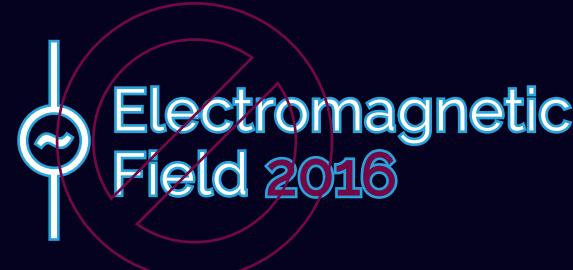
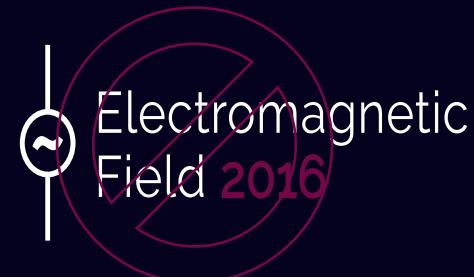
**Do not change the
distance between
objects.**

**Do not add a stroke,
shadow or other effects.**

**If you are unsure of how
to use the logo, please
just get in touch, we are
more than happy to
help in whatever way
possible.**

**Do use the outline only
if putting logo on via
laser cutter or other
manufacturing device
and want to save on
etching time.**

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Contact
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The Electromagnetic Field theme and imagery was invented and imagined by Jake Howe, a graphic designer, photographer and maker based in the Nottingham area.

If you have any questions or need something specific drop me an email and I will do my best to help.

hello@jakehowe.co.uk