

# CREWE

**BUSINESS IMPROVEMENT DISTRICT**



**CREWE BID BRAND GUIDE**

LOGO

**CREWE**

**BUSINESS IMPROVEMENT DISTRICT**

**#CrewerBID**

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**#CrewerBID**

# COLOURS



**#2a5ca6**

**R: 42%  
G: 92%  
B: 166%**

**C: 89%  
M: 64%  
Y: 2%  
K: 0%**



**#e84d7f**

**R: 232%  
G: 77%  
B: 127%**

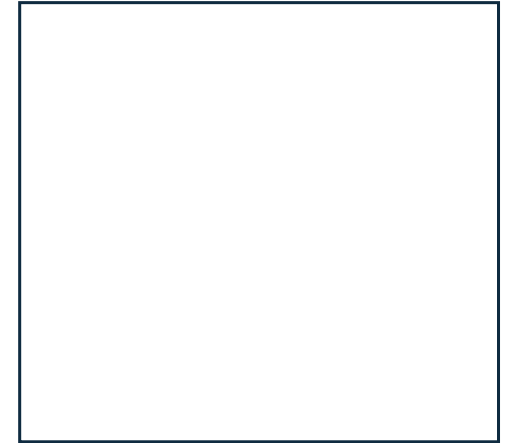
**C: 1%  
M: 82%  
Y: 22%  
K: 0%**



**#1d2e41**

**R: 29%  
G: 46%  
B: 65%**

**C: 93%  
M: 73%  
Y: 47%  
K: 53%**



**#ffffff**

**R: 255%  
G: 255%  
B: 255%**

**C: 0%  
M: 0%  
Y: 0%  
K: 0%**

FONTS

**HEADINGS**

CHIVO BLACK

Subheadings

CHIVO REGULAR

Body

CHIVO REGULAR

# DESIGN ASSETS

