





Kent Event Services

The brief

Kent Event Services

We were approached by ***Kent Event Services*** - a start up events company. Based in Kent, the 'Garden of England', the brief was to include green to symbolise this. This new design for KES stands out from the crowd!





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Logo concept



Logo concept

The brief was to create a “brand stamp” identity logo to feature on polos, business cards, website etc. We created two versions, the stamp and the full version of the logo (featured above) with the title of the business - this helps build brand recognition for this start-up.



Grey
C=62 M=54 Y=53 K=26



Green
C=64 M=0 Y=78 K=0



Colour palette

Kent is known as the 'Garden of England'. Part of the brief was to include greens and/or brown in the colour scheme to reflect this.

We focussed on the green as it is better suited to clothing for event staff as it is much more eye catching at festivals and other various events.

From high-vis green for event staff (right), to 'forest green' on Event Manger's apparel (overleaf), KES brand stands out from the crowd!







Kent Event Services

Fonts

Title font

Exo 2 Bold Italic

Subtitle font

Exo 2 Regular Italic

Body text font

Brandon Grotesque

Fonts

We have selected fonts that are crisp and clear and compliment the logo design and colour scheme.

KES Kent
Event Services

Joshua Heyburn
Freelance Event Manager

e: hello@kenteventservices.co.uk
m: 07547 509 409
w: www.kenteventservices.co.uk



Logo layout options

The logo can be used in varying formats - portrait, landscape and with or without the web address. The icon can also be used as a stand alone symbol, although it is recommended that the logo and text appear together to support the brand for a period of time, before using the stand alone version in order to build brand recognition.



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