

The background is a dark pink color. Overlaid on this are several stylized floral motifs in a lighter pink color. These motifs consist of multiple overlapping, teardrop-shaped petals radiating from a central point, resembling a fan or a flower head. The lines are thin and elegant. The text 'HAY FESTIVAL' is centered in the middle of the page in a white, sans-serif font. Below it, the text 'Brand guidelines' is centered in a smaller, white, sans-serif font.

HAY

FESTIVAL

Brand guidelines

Hay Festival Location Master Logo

Our festival logos embrace the nature and culture of each of their locations. Only the logo for the specific location must be used in that festival.
All rules below apply to all festival location logos.

Clear Space

To ensure the best possible space for our logo no other elements must enter the clear area determined on this page.
The optimum clear space for our logo is the width of Hay.

Minimum size

When using our logo in smaller or restrictive formats, ensure it is not applied below the minimum size established on this page.



Hay Festival Location Horizontal Logo

When formats restrict the full height of our master logo (e.g web formats, book spine) the horizontal version must be used in its place.
All rules below apply to all festival location logos.

Clear Space

To ensure the best possible space for our logo no other elements must enter the clear area determined on this page.
The optimum clear space for our logo is the width of Hay.

Minimum size

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Hay Festival Location Logotype

Our logotype must be used as an alternative for our master logo when:

- Colour or size restrictions apply
 - The illustration is already in use within the layout
- All rules below apply to all festival location logos.

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Minimum size

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