CIRCUS

IDENTITY MANUAL

INTRODUCTION

The Circus identity is complex and
based on various influences:
Alice in Wonderland, Surrealism,
Art Deco, Kaleidoscope patterns,
Animals and interior elements
such as steps and mirrors.

This manual is intended to give an
overview of the key elements used
when applying the identity.

CONTENT

LOGOS

1.1 CONSTRUCTION

The construction of the Circus logotype is based on the shapes you see when looking through a kaleidoscope: a pattern consisting of equilateral triangles.

1   BASIC SHAPE
    HEXAGON SPLIT INTO 6 TRIANGLES

2   LOGO CONSTRUCTION

1

2

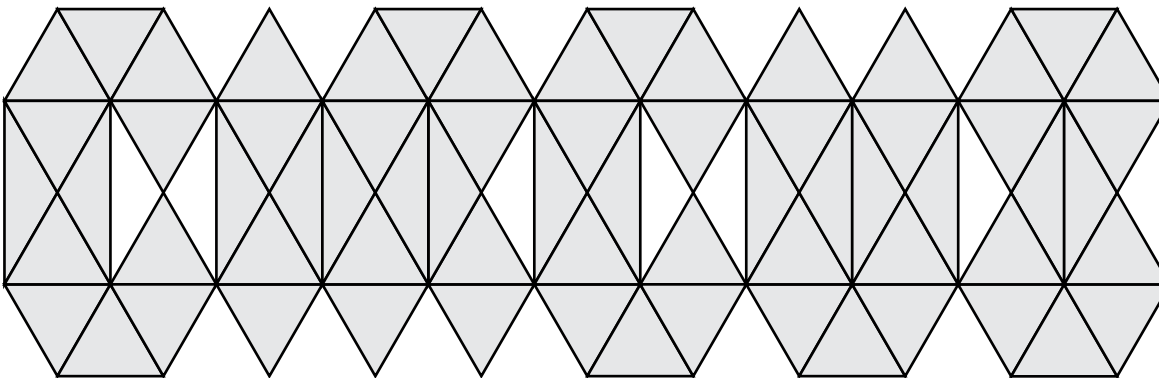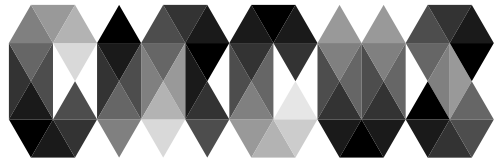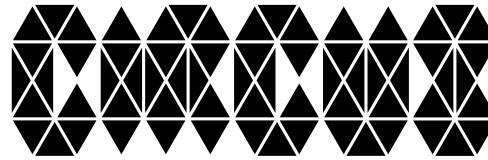# 1.2 MAIN LOGOS

1.1

1.2

2.1

2.2

3.1

3.2

The logo should mainly be used in greyscale or black & white or monotone colours. There are 3 basic versions: triangle (1), steps (2) and kaleidoscope (3).

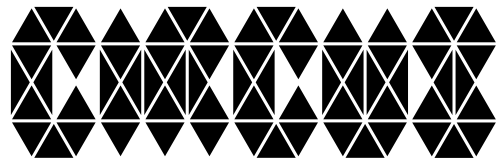1.1   TRIANGLE GREYSCALE
1.2   TRIANGLE BLACK & WHITE

2.1   STEPS GREYSCALE
2.2   STEPS BLACK & WHITE
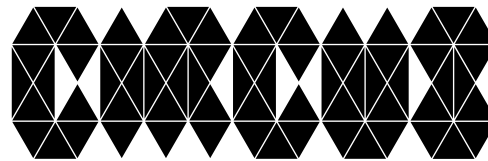
3.1   KALEIDOSCOPE GREYSCALE
3.2   KALEIDOSCOPE BLACK & WHITE

1.3 BLACK & WHITE LOGOS POSITIVE

IOOMM
WIDTH

1.2 < 1.3

2.2 < 2.3

3.2 < 3.3

Two versions of the black & white logos have been designed, one for smaller sizes, below 100mm width and one for larger sizes, above 100mm width.

They differ in the amount of detail shown and line thickness. Please always ensure you are using the correct version according to the relevant print size.

1.2   TRIANGLE BLACK & WHITE
      SMALLER THAN IOOMM
1.3   TRIANGLE BLACK & WHITE
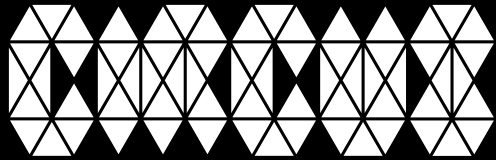   LARGER THAN IOOMM

2.2   STEPS BLACK & WHITE
      SMALLER THAN IOOMM
2.3   STEPS BLACK & WHITE
      LARGER THAN IOOMM

3.2   KALEIDOSCOPE BLACK & WHITE
      SMALLER THAN IOOMM
3.3   KALEIDOSCOPE BLACK & WHITE
      LARGER THAN IOOMM

CIRCUS
1.2

CIRCUS
1.3

CIRCUS
2.2

CIRCUS
2.3

CIRCUS
3.2

CIRCUS
3.3

The black & white logos can also be used in negative.

1.2   TRIANGLE BLACK & WHITE
      SMALLER THAN IOOMM
1.3   TRIANGLE BLACK & WHITE
      LARGER THAN IOOMM

2.2   STEPS BLACK & WHITE
      SMALLER THAN IOOMM
2.3   STEPS BLACK & WHITE
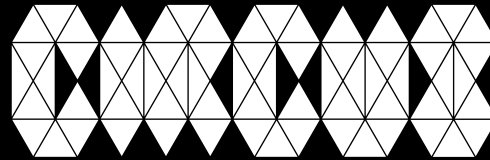   LARGER THAN IOOMM

3.2   KALEIDOSCOPE BLACK & WHITE
      SMALLER THAN IOOMM
3.3   KALEIDOSCOPE BLACK & WHITE
      LARGER THAN IOOMM

1.4 COLOUR LOGOS

1.4

2.4

3.4

The coloured versions of the logo use the secondary colour palette (see colour section). These logos are an additional option and not regularly used.

1.4   TRIANGLE CMYK
1.1   TRIANGLE GREYSCALE

2.4   STEPS CMYK
2.1   STEPS GREYSCALE

3.4   KALEIDOSCOPE CMYK
3.1   KALEIDOSCOPE GREYSCALE

1.1

1.2

2.1

2.2

3.1

3.2

The greyscale and black & white logos can also be used in the turquoise tone (Pantone 320 U) from the primary colour palette (see colour section).

1.1 TRIANGLE MONOTONE
PANTONE 320 U
1.2 TRIANGLE MONOTONE
PANTONE 320 U

2.1 STEPS MONOTONE
PANTONE 320 U
2.2 STEPS MONOTONE
PANTONE 320 U

3.1 KALEIDOSCOPE MONOTONE
PANTONE 320 U
3.2 KALEIDOSCOPE MONOTONE
PANTONE 320 U

1.5 MONOTONE LOGOS *SILVER*

1.1

1.2

2.1

2.2

3.1

3.2

The greyscale and black & white logos can also be used in the silver tone (Pantone 877 u) from the primary colour palette (see colour section).

1.1   TRIANGLE MONOTONE
      PANTONE 877 U
1.2   TRIANGLE MONOTONE
      PANTONE 877 U

2.1   STEPS MONOTONE
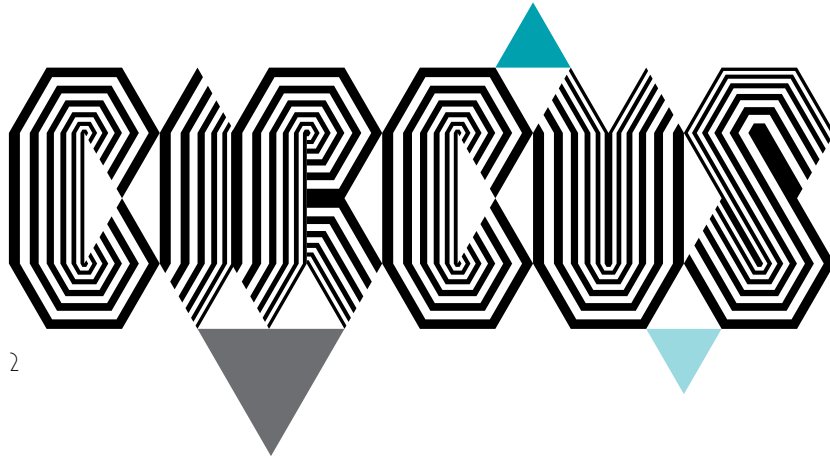   PANTONE 877 U
2.2   STEPS MONOTONE
      PANTONE 877 U

3.1   KALEIDOSCOPE MONOTONE
      PANTONE 877 U
3.2   KALEIDOSCOPE MONOTONE
      PANTONE 877 U

1.6 LOGO VARIATIONS

Depending on the application it is also possible to colour elements of the logo in turquoise or silver. Additional triangles can be added as part of the design.

1   TRIANGLE LOGO WITH
     COLOURED ELEMENTS

2   KALEIDOSCOPE LOGO WITH
   ADDITIONAL TRIANGLES

1

2

CIRCUS

1

CIRCUS

2

CIRCUS

3

For special usage (such as etching, laser cutting or any other application where a complexity of the logo could cause reproduction problems) a simplified solid version has been designed.

This version is available in three size: large (above 100mm width), small (below 100mm width) and extra small (below 25mm width). They differ in the thickness of the white lines and gaps.

1   LARGE SIMPLIFIED LOGO FOR
    USAGE ABOVE 100MM WIDTH

2   SMALL SIMPLIFIED LOGO FOR
    USAGE BELOW 100MM WIDTH

3   EXTRA SMALL SIMPLIFIED LOGO FOR
    USAGE BELOW 25MM WIDTH
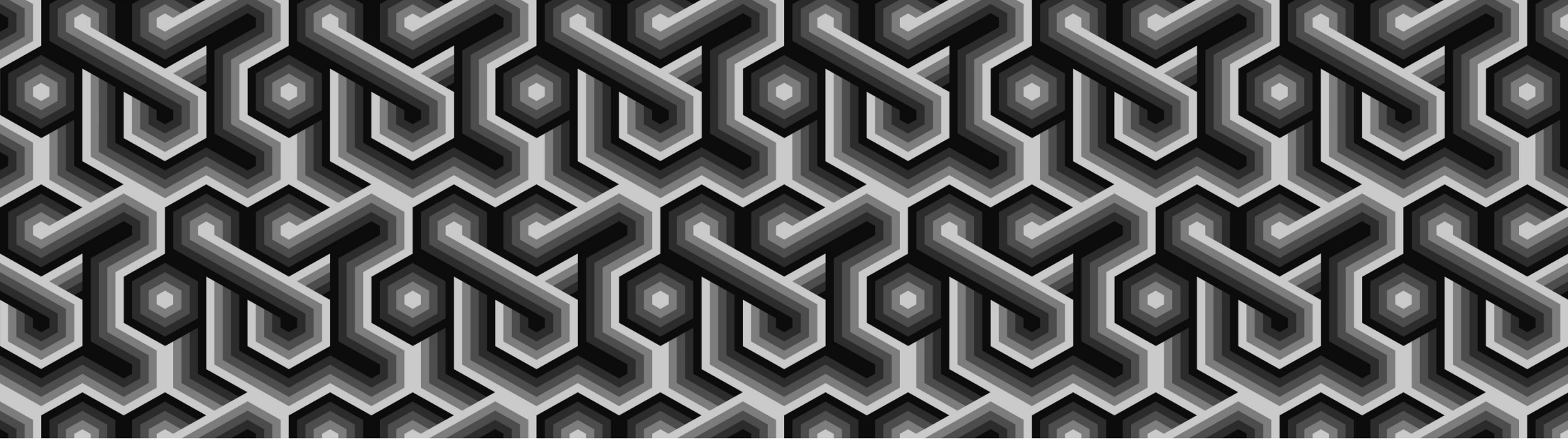
COLOURS
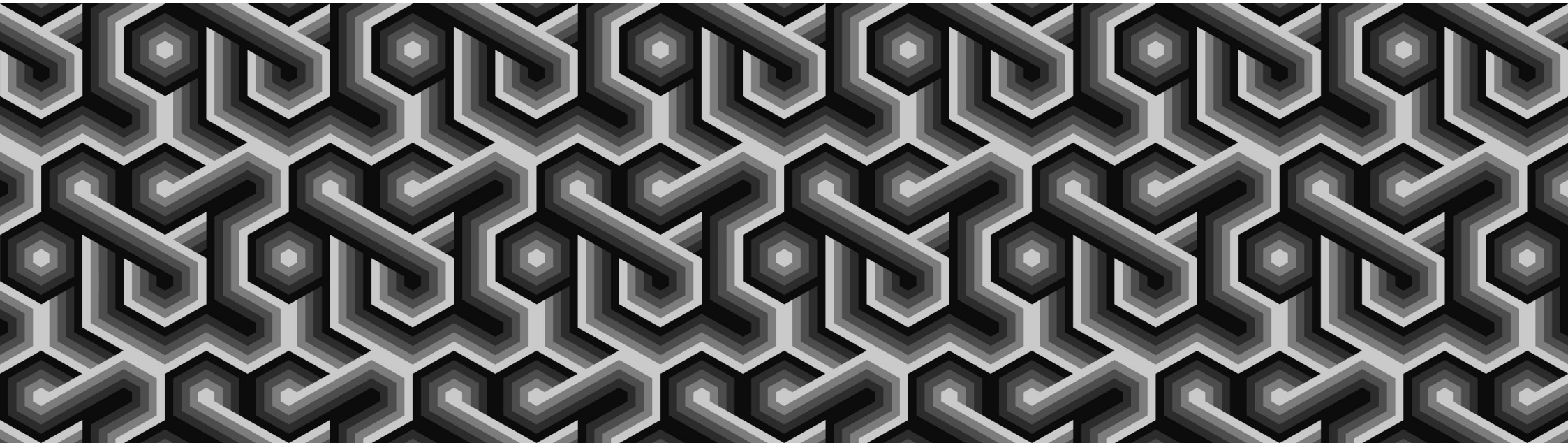
2.1 PRIMARY COLOURS

BLACK

PANTONE PROCESS BLACK U
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0

TURQUOISE

PANTONE 320 U
CMYK 89 / 7 / 33 / 7
RGB 0 / 156 / 171

SILVER

PANTONE 877 U
CMYK 0 / 0 / 0 / 40
RGB 181 / 181 / 181

WHITE

COLOUR OF PAPER

Three primary colours can be used as solid tones or in tints. Colours are specified in Pantone* (for single colour printing), CMYK (for four colour offset printing), and RGB (for web use, screen presentations and PDFs). Silver can alternatively be used as grey.

Whenever possible uncoated paper should be used for printing. The paper should be white, not cream coloured. All colours will appear slightly less intense on uncoated absorbent paper than on coated paper or on screen.

*Pantone® is a registered trademark of Pantone, Inc. Colours shown are not intended to match Pantone colour standards.

2.2 SECONDARY COLOURS

VIOLET

PANTONE 2617U
CMYK 63 / 72 / 15 / 1
RGB 118 / 87 / 141

BLUE

PANTONE 287U
CMYK 87 / 71 / 10 / 1
RGB 48 / 82 / 145

YELLOW

PANTONE 130U
CMYK 0 / 48 / 84 / 0
RGB 249 / 154 / 50

GREEN

PANTONE 356U
CMYK 80 / 31 / 74 / 13
RGB 50 / 122 / 82

ORANGE

PANTONE 1665U
CMYK 4 / 71 / 69 / 0
RGB 227 / 103 / 75

TURQUOISE

PANTONE 320U
CMYK 89 / 7 / 33 / 7
RGB 0 / 156 / 171

The six secondary colour are mainly for the colour version of the logo. They should only be used occasionally to highlight details as accent colours.
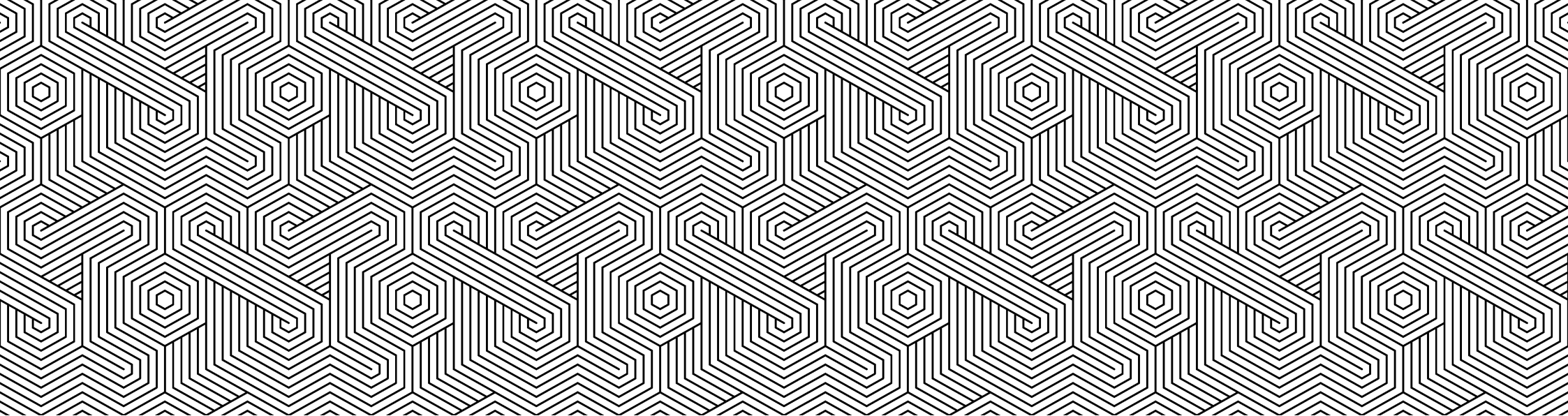
FONTS
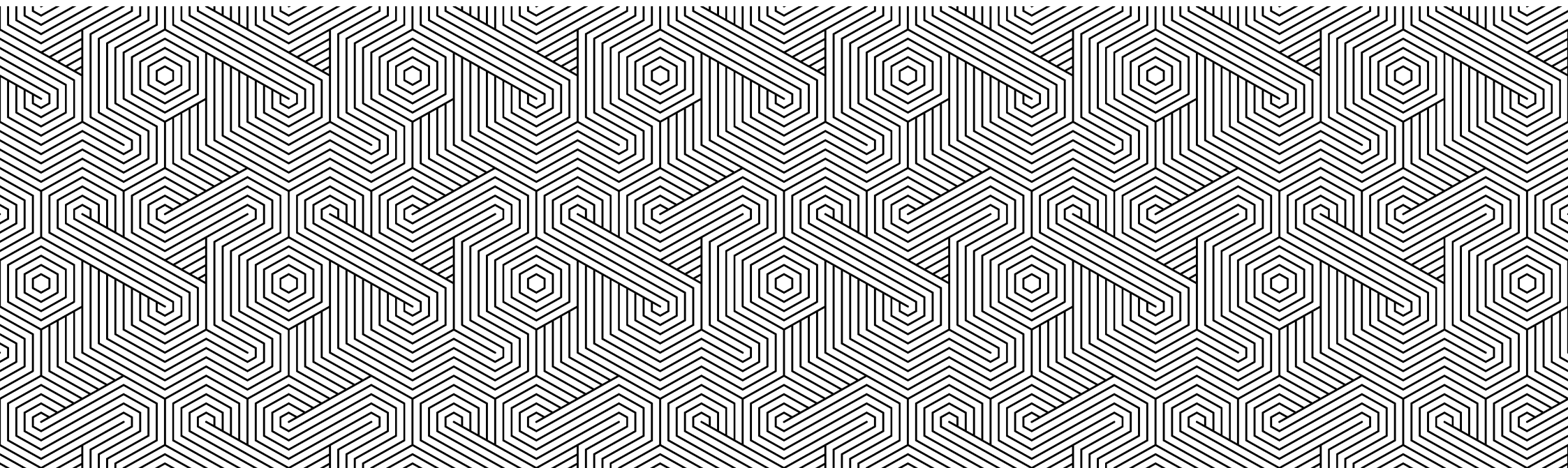
3.1 TITLE & DECO FONTS

MOSTRA TWO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:?+!#)*"$£%"[\]&@</>

MOSTRA TWO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:?+!#)*"$£%"[\]&@</>

MOSTRA ONE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:?+!#)*"$£%"[\]&@</>

MOSTRA ONE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:?+!#)*"$£%"[\]&@</>

Mostra is a decorative font that matches elements of the logo. It is available in two different versions and weights.

Mostra Two Bold and Light should be used mainly for large titles.

Mostra One Bold and Light is more readble and should be used for subtitles, quotations or highlighted text.

3.2 BODY COPY

Stempel Garamond Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:?+!#)*"$£%"[\]&@</>

Stempel Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:?+!#)*"$£%"[\]&@</>

Stempel Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:?+!#)"$£%"[\]&@</>*

Stempel Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:?+!#)*"$£%"[\]&@</>

Stempel Garamond is used for body copy. For small headings or to highlight certain passages of text the bold version can be used. Italics should be used for quotations.
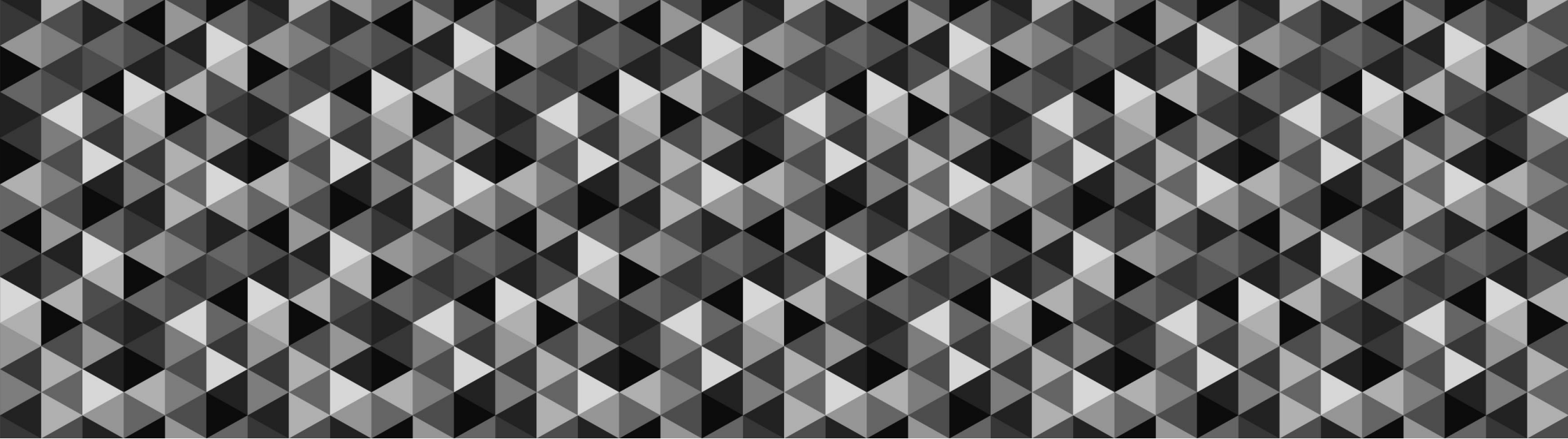
GRAPHIC ELEMENTS AND IMAGES
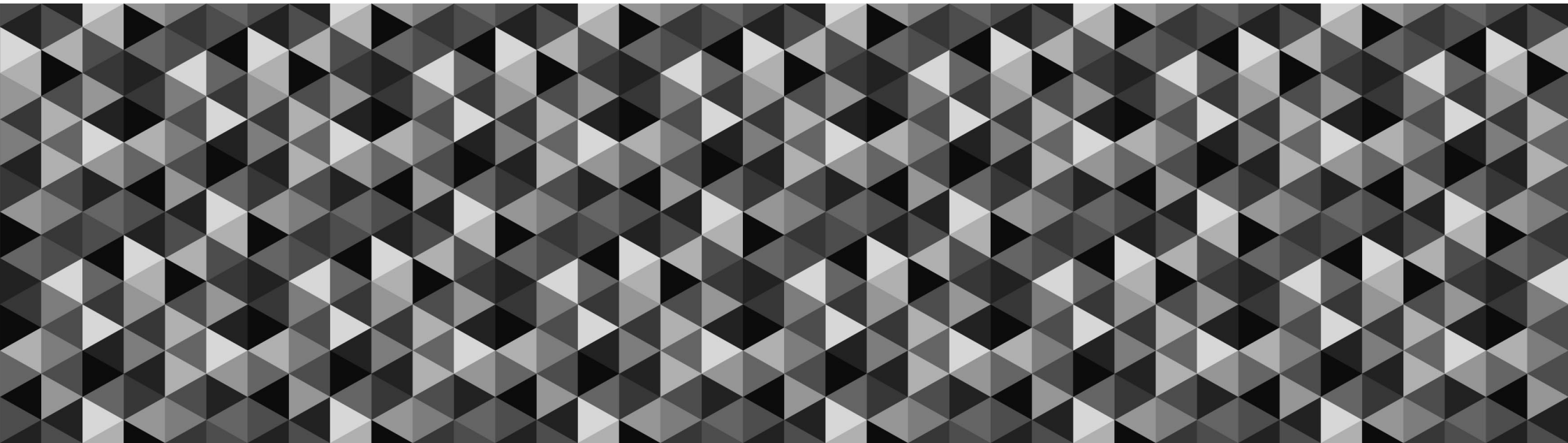
4.1 LINES AND BORDERS
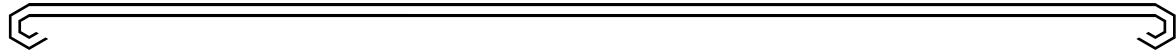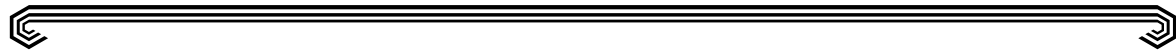
A variety of graphic lines and boarders can be used for separation, underlining or as decorative elements. They can be used in either black, silver or turquoise.

1   ZIG-ZAG LINE: THE ANGLE OF EACH ZIG AND ZAG IS 120°. THICKNESS AND SIZE ARE DEPENDING ON THE SIZE OF OTHER ELEMENTS.

2   DOTTED LINE: TWICE THE THICKNESS OF THE ZIG-ZAG LINE.

3   MEANDER-LIKE BORDER: TWO LINES OF THE STEP LOGO WITH EXTENDED MIDDLE SECTION. KEEP THE ENDINGS THE SAME SIZE AS USED IN THE LOGO.

4   MEANDER-LIKE BORDER: SAME AS NUMBER 3 BUT WITH THREE INNER LINES OF THE KALEIDOSCOPE LOGO.

5   TRIANGLE BOARDER: CONSTRUCTED FROM THE TRIANGLE LOGO. KEEP THE TRIANGLES THE SAME SIZE AS USED IN THE LOGO.

4.2 TRIANGLES

1

2

4

5

6

Triangle shapes can be used as decorative elements. They can be combined with other design elelments and arranged quite randomly on the page. Please see samples in section 4.4.

1   TRIANGLE TAKEN FROM THE KALEIDOSCOPE LOGO. ONLY TO BE USED IN BLACK & WHITE.

2   TRIANGLE TAKEN FROM THE LINES LOGO. ONLY TO BE USED IN BLACK & WHITE.

3   SOLID BLACK TRIANGLES. CAN ALSO BE USED IN SHADES OF GREY.

4   SOLID SILVER TRIANGLES. CAN ALSO BE USED IN TINTS.

5   SOLID TURQUOISE (PANTONE 320 U). CAN ALSO BE USED IN TINTS.

4.3 ILLUSTRATIONS ANIMALS
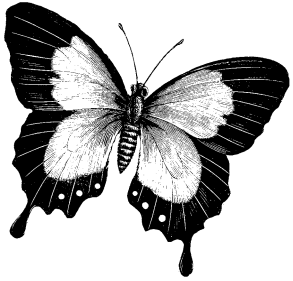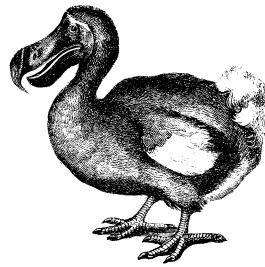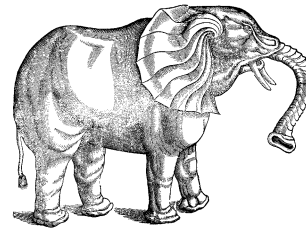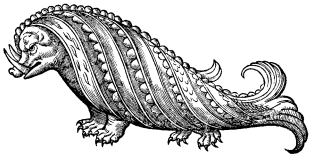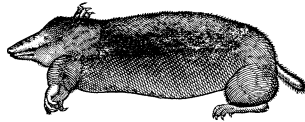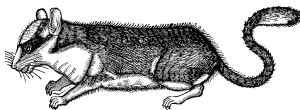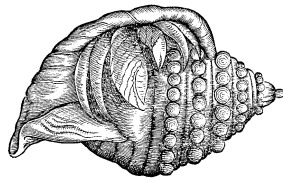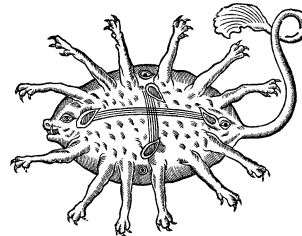
A range of illustrations can be used in black or turquoise, as individual images or combined with triangles.

All illustrations are provided in a black & white (bitmap) hi-res version for print and a greyscale version for on-screen usage.

1   BUTTERFLY

2   CAT

3   DODO

4   ELEPHANT

5   FISH CREATURE

6   MOLE

7   OWL

8   PEACOCK

9   RACOON

10 SHELL

11 TWELVE LEGGED CREATURE

1

2

3

4

5

6

7

8

9

10

11

4.3 ILLUSTRATIONS OBJECTS

1

2

3

4

5

6

7

8

9
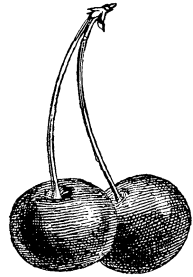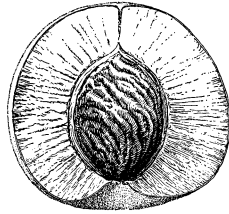
1   CHERRY

2   DORIAN

3   PEACH

4   UMBRELLA

5   HAT

6   FANCY YORK

7   DRESS YORK

8   CYMBALS

9   HORN
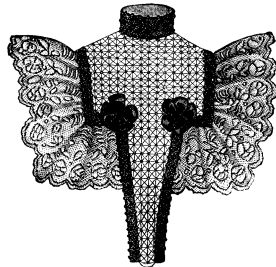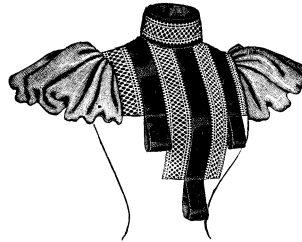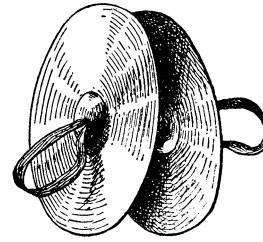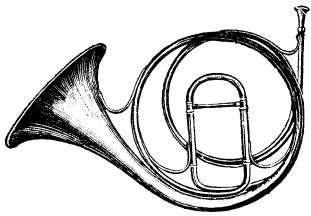
4.3 ILLUSTRATIONS PEOPLE

1

2

3

4

5

6

BAR MENU

DRINKS

PARTY PUNCHES

£160.00

ALL OF OUR HOUSE PUNCHES
ARE MADE WITH FRESH INGREDIENTS
AND CARRY 1 BOTTLE OF
SUPER PREMIUM SPIRIT & 1 BOTTLE
OF ITALIAN SPARKLING WINE
SERVED IN CIRCUS PUNCH BOWLS.
THEY SERVE APPROXIMATELY
20 DRINKS.

MEXICANA
Altos Reposado Tequila, cloudy apple juice, lemon, mint and honey

BLOODY ENGLISH
Beefeater 24 Gin, blood peach, orange and all spice sugar

EASTERN BLOCK
Wyborowa Exquisite Vodka, dark cherry, cranberry and lime juices

FREE CUBA
Havana Club 7yr Old Rum, lime, aromatic bitters, pineapple juice and ginger beer

Examples of the applied graphic elements and typography.

1   CIRCUS BAR MENU INNER COVER

2   CIRCUS DRINKS MENU INNNER COVER

3   CIRCUS DRINKS MENU SAMPLE PAGE

1

2

3
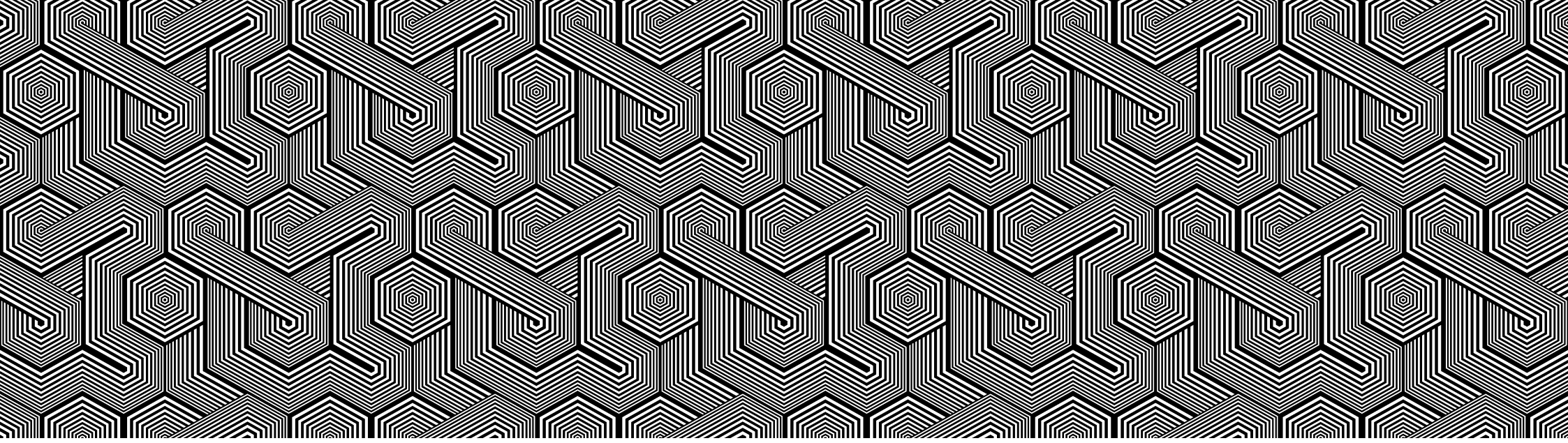
APPENDIX
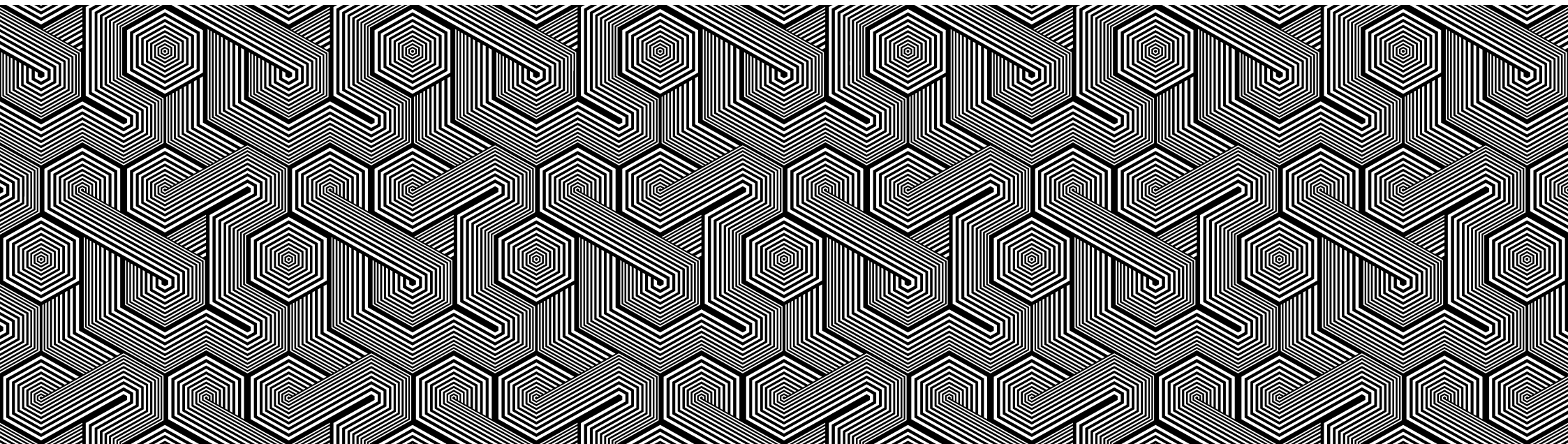
5.1 LOGO FILES

	GREYSCALE	BLACK & WHITE SMALL < 100 MM	BLACK & WHITE LARGE > 100 MM	COLOUR CMYK	COLOUR RGB
1_logos > 1_triangle	1.1_circus_logo_tri_grey *.eps / *.jpg / *.pdf	1.2_circus_logo_tri_bw_small *.eps / *.jpg / *.pdf	1.3_circus_logo_tri_bw_large *.eps / *.jpg / *.pdf	1.4_circus_logo_tri_cmyk *.eps	1.5_circus_logo_tri_rgb *.jpg / *.pdf
1_logos > 2_steps	2.1_circus_logo_steps_grey *.eps / *.jpg / *.pdf	2.2_circus_logo_steps_bw_small *.eps / *.jpg / *.pdf	2.3_circus_logo_steps_bw_large *.eps / *.jpg / *.pdf	2.4_circus_logo_steps_cmyk *.eps	2.5_circus_logo_steps_rgb *.jpg / *.pdf
1_logos > 3_kaleido	3.1_circus_logo_kal_grey *.eps / *.jpg / *.pdf	3.2_circus_logo_kal_bw_small *.eps / *.jpg / *.pdf	3.3_circus_logo_kal_bw_large *.eps / *.jpg / *.pdf	3.4_circus_logo_kal_cmyk *.eps	3.5_circus_logo_kal_rgb *.jpg / *.pdf

	SIMPLIFIED LARGE > 100 MM	SIMPLIFIED SMALL < 100 MM	SIMPLIFIED EXTRA SMALL < 25 MM
1_logos > 4_simplified	4.1_circus_logo_simple_large *.eps / *.jpg / *.pdf	4.2_circus_logo_simple_small *.eps / *.jpg / *.pdf	4.3_circus_logo_simple_ex_small *.eps / *.jpg / *.pdf

5.2 GRAPHIC ELEMENT FILES

2_graphic_elements
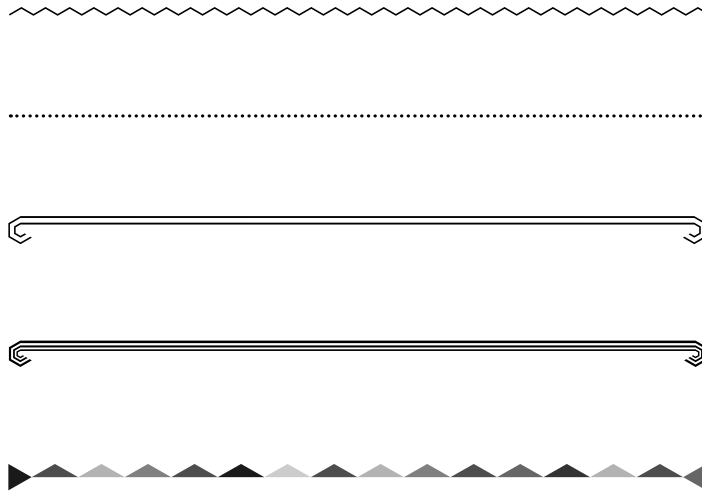
1_circus_lines_borders.eps

2_circus_triangles.eps

5.3 ILLUSTRATION FILES

3_illustrations >
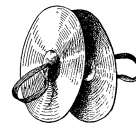1_print_bw_tiff

3_illustrations >
2_screen_grey_jpg

butterfly
*.tif / *.jpg

cat
*.tif / *.jpg
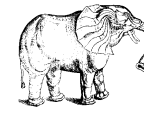
cherry
*.tif / *.jpg

cymbals
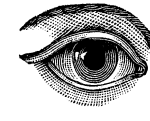*.tif / *.jpg

dodo
*.tif / *.jpg

dorian
*.tif / *.jpg

dress_york
*.tif / *.jpg

elephant
*.tif / *.jpg

eye
*.tif / *.jpg

fancy_york
*.tif / *.jpg

fish_creature
*.tif / *.jpg

girl
*.tif / *.jpg

hat
*.tif / *.jpg

horn
*.tif / *.jpg

lady
*.tif / *.jpg

mole
*.tif / *.jpg

mouth
*.tif / *.jpg

owl
*.tif / *.jpg

peach
*.tif / *.jpg

peacock
*.tif / *.jpg

fish_creature
*.tif / *.jpg

rocking_horse
*.tif / *.jpg

shell
*.tif / *.jpg

shoe
*.tif / *.jpg

twelve_legs
*.tif / *.jpg

umbrella
*.tif / *.jpg

further illustrations can be found under
http://etc.usf.edu/clipart/

5.4 CREDITS & SUPPORT

For support and queries please
do not hesitate to contact:

Mind Design
Unit 33A
Regent Studios
8 Andrews Road
London E8 4QN

Tel. +44 (0)20 7254 2114
info@minddesign.co.uk
www.minddesign.co.uk

CIRCUS