

-SINCE-
1923

Caring for our brand



boundless



Primary logo

Our logo is an iconic representation of our business and its ethos – it's the cornerstone of our visual identity. There are certain ways in which our logo must be used to create brand consistency, but it's also designed to be flexible to use.



boundless

Note:

Please when using the Boundless logo at a smaller size, you may remove the 'BY CSMA' tag to help with eligibility.



Using our logo

There are a couple of simple rules you must follow when using our full-colour logo.

To ensure legibility, our brand mark must not go any smaller than the specified dimensions.

We all need personal space, and our logo is no different. Below is a guide to ensure that other elements or brand marks do not encroach on our logo.



When using our logo, please keep a clear area equivalent to the height of the infinity symbol taken from the logo.



This is our recommended logo size on A5/A4 based collateral.



Please don't use the logo under this size, it may lose some of its legibility.





Primary colours

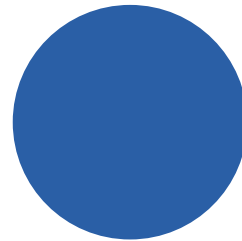
Our colour palette helps create a clear distinction from other competitor brands. It's bright and bold, so make sure you use it in a considered way.

Core Blue, Red and Dark Blue are the preferred primary colours to use on all collateral. Don't forget White – we love a bit of space too.

Web-safe colours*

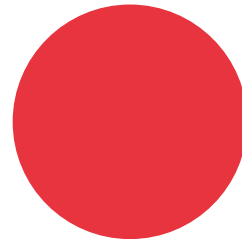
Our colours have been carefully chosen to ensure they are accessible on web – this means using colour combinations with enough contrast so the written content is clearly distinguishable from the colour it's positioned on. When using Red or Light Blue, please ensure you use the web-safe versions for all digital assets including our website, email communications and social-media content.

Recommended colour hierarchy:



Core Blue

C88 M62 Y4 K0
R42 G95 B166
Pantone 7685c
#2b5fa6



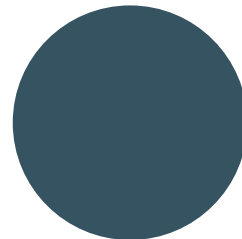
Red

C0 M90 Y70 K0
R239 G64 B74
Pantone 032c
#e7343f



Web-safe Red*

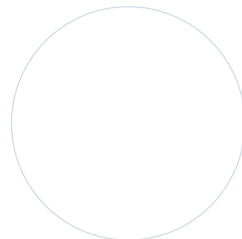
R229 G31 B45
#e51f2d



Dark Blue

C47 M0 Y0 K75
R36 G61 B71
Pantone 432c
#36535f

Note. Dark blue is allocated as the primary colour for Boundless Plus membership usage. See page 36 for details.



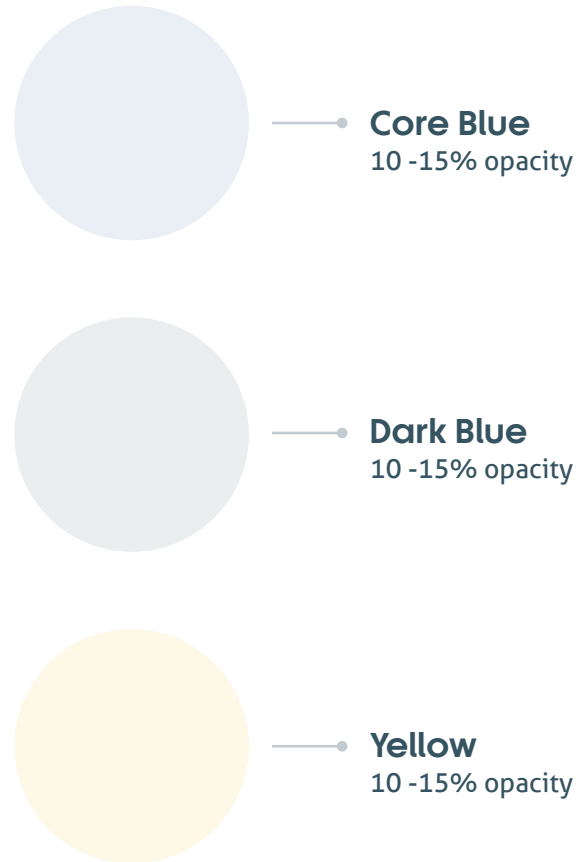
White

Using tints for backgrounds

When a lighter and more spacious feel is needed, it is possible to use Core Blue, Dark Blue and Yellow at three specific light tints. Always ensure they're tints and not opacities of the full colour.

Opposite are our recommended tint percentages.

Note: Dark Blue copy must be used on these tints. Do not use tint percentages below the ones shown opposite.





Our fonts

Our core brand fonts are Korto and Aller. Korto is used for headline and sub-headline text, while Aller is used for all body copy. We have set weights of both fonts that must be used to help keep a consistent brand feel to all communications.

**The club for
working and
retired public
sector and civil
service workers**

Korto bold

Aller regular

For over 100 years we have been giving back to those who give most to society by providing money-saving deals, events and perks to help you get the most from your free time.

Boundless is all about good times, we help civil servants and public sector workers get the most out of their free time by providing unique experiences, things to do and exclusive savings to our members.



Headlines and pull-outs

Korto is a contemporary, geometric font that is used for all headlines, sub-headlines and pull-outs. The curved nature of the letter forms is soft and welcoming.

Only the medium and bold weights should be used – we advise generally using the bold weight for main headlines to create impact.

A combination of the two weights can be used if you need to highlight certain words or savings.

For font size and spacing guidance, see **Layout guidance on p54**.

Korto medium

AaBb

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Korto bold

AaBb

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Body copy

Aller is a sans-serif font with a warm tone of voice. It's easily legible and is our chosen font for all body copy.

Only the regular and bold weights of the font should be used. All body copy should be set in our Dark Blue brand colour or in White – please do not use Black.

Web and email font

If you can't pre-load our brand fonts onto your system then we recommend using Roboto as a web-safe substitute. Roboto should also be used for all email communications

For font size and spacing guidance, see **Layout guidance on p54**.

Aller regular

AaBb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aller bold

AaBb

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ



Headline colours for digital

Headlines for digital use can be set in either Core Blue, Dark Blue or White. (See examples opposite)

A dual-colour combination can be used on digital headlines to highlight certain words or offers. Please only use a combination of Core Blue and Red or Dark Blue and Red as these pass all accessibility contrast criteria online.

Do not use any other colour combinations.

Digital banner type colour examples:

Save up to
57% off
days out and
attractions*

Save up to
57% off
days out and
attractions*

Save up to
57% off
days out and
attractions*

Save up to
57% off
days out and
attractions*

Save up to
57% off
days out and
attractions*

Save up to
57% off
days out and
attractions*



Don't use the following combinations in digital. They do not pass our accessibility contrast criteria online.

Don't place
White copy on
Yellow

Don't place
Dark Blue copy
on Red

Don't place
White copy on
Fresh Blue

Don't place
Core Blue copy
on Light Blue

Don't place
Yellow copy on
White

Don't place
Fresh Blue copy
on Dark Blue

Don't place
Light Blue copy
on White

Don't place
Light Blue copy
on Core Blue

Example headline usage



Print use

Your club is
bursting with
benefits

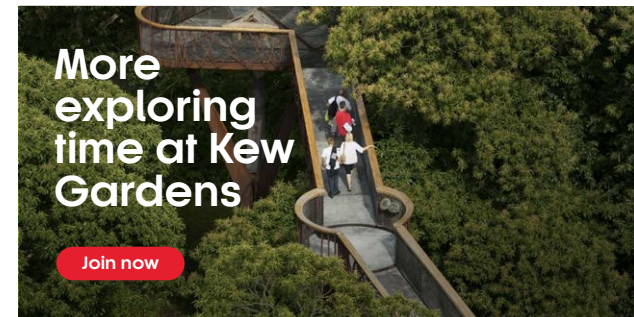
Your club is
bursting with
benefits



Digital use

Your club is
bursting with
benefits

Your club is
bursting with
benefits



For font size and spacing guidance, see [Layout guidance on p54](#).



Recommended page structure

✔ Type dos

Do use spacious leading (line spacing) on headings, sub-headings and body text

Do use few words and a larger type size for headlines to define a clear hierarchy of information

Do left align and unjustify all text

Do use sentence case for all headlines

✔ Type don'ts

Don't use headlines that are too long and wordy

Don't put full stops at the end of headings

Example A4 page layout

Headline

Dark Blue, Core Blue, Light Blue, Korto bold

Subhead

Dark Blue, Core Blue

Body copy

Dark Blue Aller regular 10/13pt

Call to action

Red Korto bold, 14pt

We recommend a 4pt leading gap on headlines

This is an example of a subhead

This is the way we show body copy. It is in sentence case and left-aligned. We use an expansive line spacing for clarity over both digital and print media. Always use dark blue for body copy.

Find out more: boundless.co.uk

boundless

CSMA



Logo
45mm width (min)

Caring for our brand



If you require any help or extra information regarding our brand and it's usage, please contact Boundless and ask to speak to one of our design team.