

HANGLOOSE
ADVENTURE
BLUEWATER

OUR BRAND

1. INTRO
2. LOGOS
3. ACTIVITIES
4. COLOURS
5. TYPE FACES

Consistency in the presentation of the Hangloose Adventure brand is vital.

Our brand and visual identity reflect Hangloose Adventure and what we stand for – our vision, mission and values.

We want the brand to be visually appealing so that people are encouraged to partake in our activities and engage with our brand. This is why we have a fresh, bright look. We want all our materials to maintain its positive impression and be engaging and easy to use.

These guidelines will help you to apply our branding correctly to the material you're producing.

KEY INFORMATION:

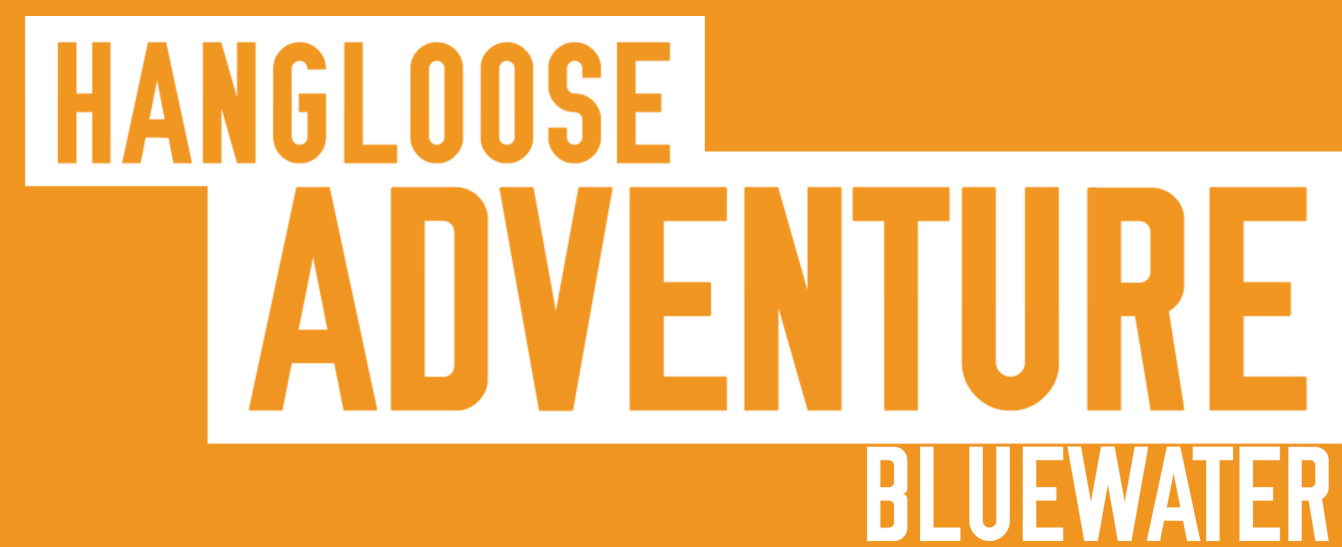
- Hangloose Adventure Bluewater is based at the Bluewater Shopping Centre in Kent.

Full address: The Domes, Bluewater Pkwy, Bluewater, Dartford, Greenhithe DA9 9SW

- Full disabled access on our Skywire.
- Open to the public from July 2021
- Home to England's Longest Zipline, Europe's Biggest Swing and the UK's only outdoor Skydive Machine.

1. INTRO

WHITE OPTIONS:



2. LOGO'S

Please DO NOT:

- Change orientation of logo
- Recreate the lettering of logo
- Distort the shape of the logo
- Change the logo colours
- Add any effects to the logo (bevelling, embossing, etc.)
- Change the placement of the text
- Re-size elements independently



We have one main brand, expressed in a bold piece, with multiple side logos representing the activities we have to offer. These logos are a bold statement and a fresh approach to our identity.

This is the BLUEWATER Hangloose Logo,



Clear space is measured using the height of the 'Hangloose' box from the logo.

3. ACTIVITIES

SKYWIRE Zip Wire

Skywire is the longest zipwire in England, reaching over 700 metres long. Customers will take flight in our signature superman position reaching speeds over 50mph.

Restrictions:

Minimum Age - 8
Minimum weight - 35KG
Maximum weight - 120 KG

SKYTREK Aerial Trekking

Our treetop challenge provides plenty of obstacles, from treetop nets, and high wires , with over 40 different obstacles. Great for family adventures,

Restrictions:

Minimum Age - 8
Minimum weight - 30KG
Maximum weight - 120 KG

SKYDIVE AERODIUM

Hangloose has unveiled the UK's first ever outdoor skydive experience. 4 X longer than a traditional skydive. Customers can float up to 33 ft tall. Equivalent of 40,000 ft free fall.

Restrictions:

Minimum Age - 4
Minimum weight - 20KG
Maximum weight - 120 KG

GIANT SWING EUROPE'S BIGGEST

Our Giant Swing is the height of a 22 storey building. Customers will get hoisted 50 metres up, dangling above the cliff edge before reaching over 50 mph.

Restrictions:

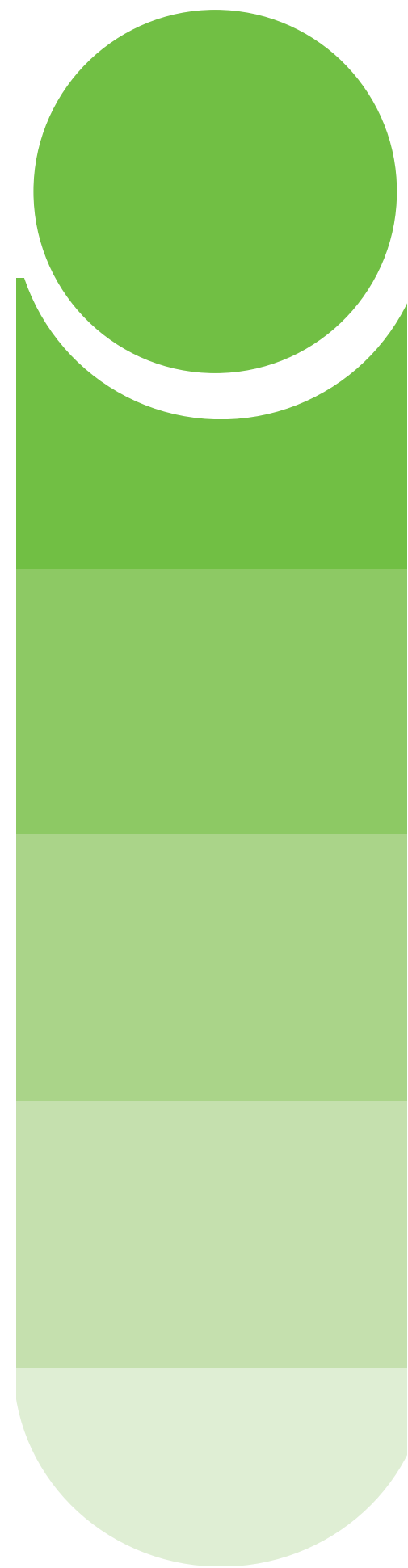
Minimum Age - 8
Minimum weight - 35KG
Maximum weight - 120 KG

Logo primary colour



Orange
Hex: #f07800
CMYK: 0,62,99,0
RGB: 240,120,0

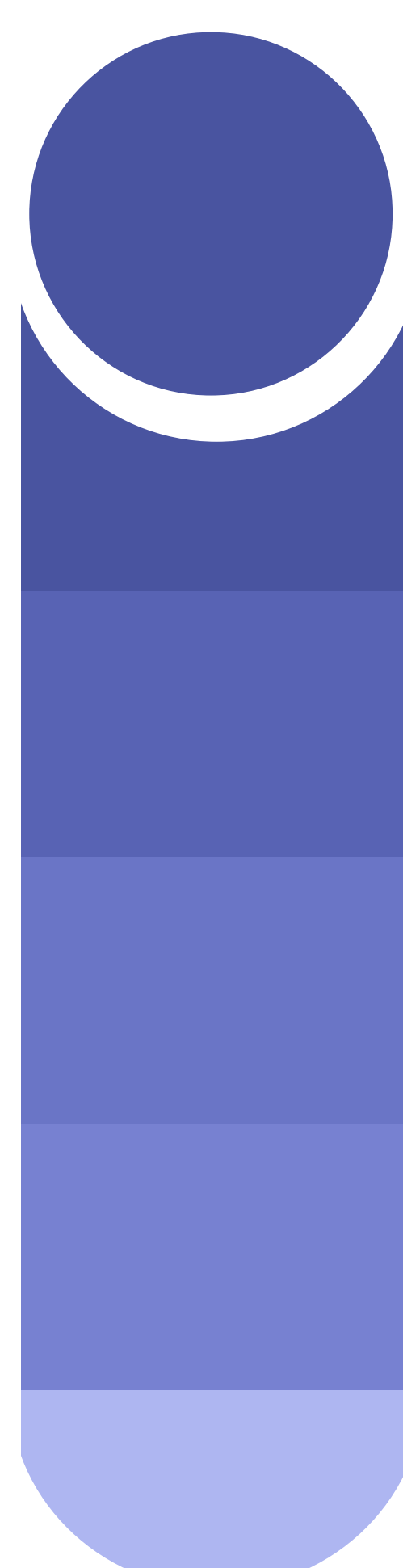
Activity primary colours



Green
Hex: #76bc21
CMYK: 60,0,100,0
RGB: 118,188,34



Light Blue
Hex: #3399cc
CMYK: 74,25,7,0
RGB: 51,153,204



Purple
Hex: #4954A0
CMYK: 75,45,0,4
RGB: 66,135,245

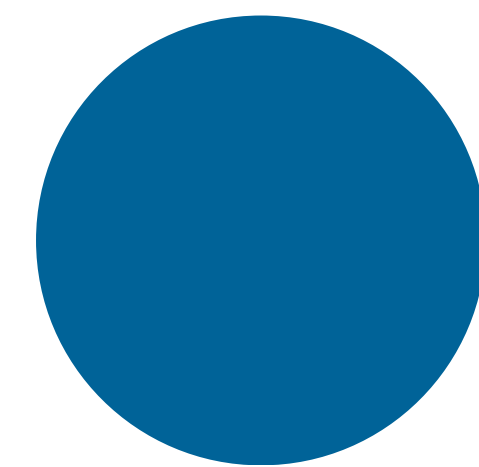
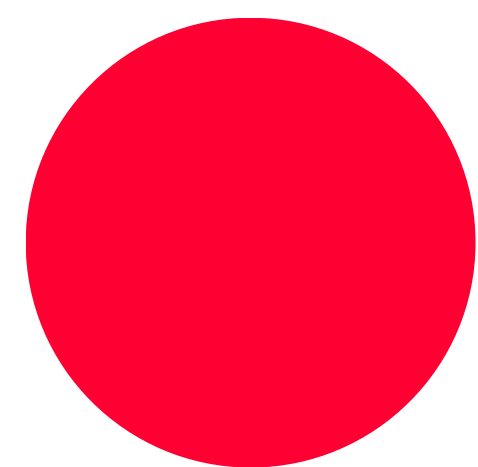
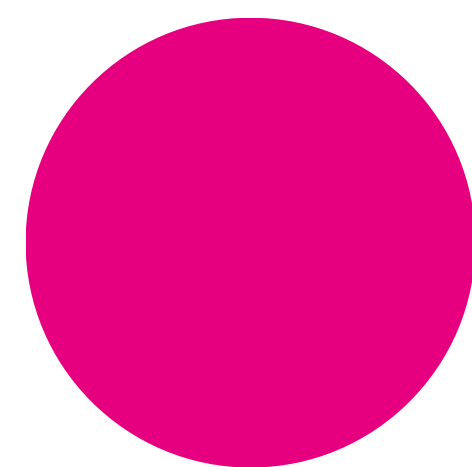


Yellow
Hex: #fce200
CMYK: 6,4,100,0
RGB: 251,226,0



Light Orange
Hex: #F5AF2E
CMYK: 0,29,81,4
RGB: 245,175,46

Other colours:



These should be used sparingly, complimenting any primary colours.

4. COLOURS

2. FONT'S

LOGOS/HEADINGS:

OSP-DIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!/?/\()[]

This should only be used in uppercase.

COPY:

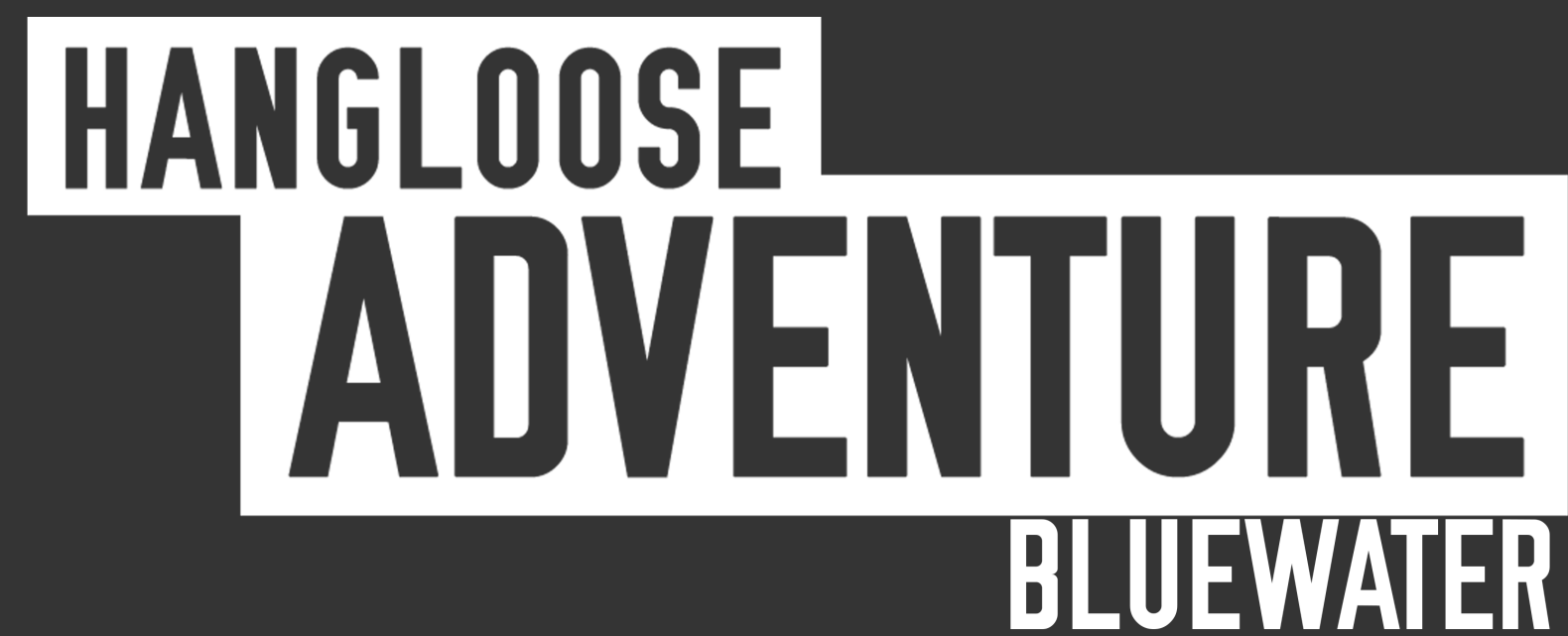
Lato

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!/?/\()[]

Headings - **Lato Black**

Body - Lato Regular



Contact us on...

Telephone: 01285 640600

Email: info@hangloosebluewater.com

Our office hours are: Monday to Friday 09:00-17:00

At busy times we may not always be able to answer the phone.

Please leave us a message or email us.