

15th BRITISH KEBAB AWARDS



Visual Identity System

VERSION 1.0 · 2026

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01 THE LOGO

The primary lockup

Our mark brings together three elements: the script “15th” numeral marking the anniversary edition, the high-contrast **BRITISH KEBAB AWARDS** wordmark, and a fine-line **London skyline**.

The stacked lockup is our default. Reproduce it in gold on a black field wherever possible — this is the truest expression of the identity.



Four approved versions



Primary — Gold, stacked

DEFAULT · MOST USES



Horizontal

WIDE FORMATS · BANNERS



Reversed — White

LOW-CONTRAST GROUNDS



Mono — Black

SINGLE-COLOUR PRINT

Give the mark room to breathe



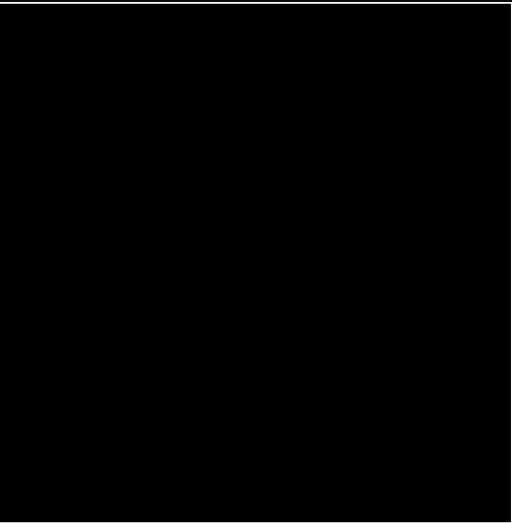
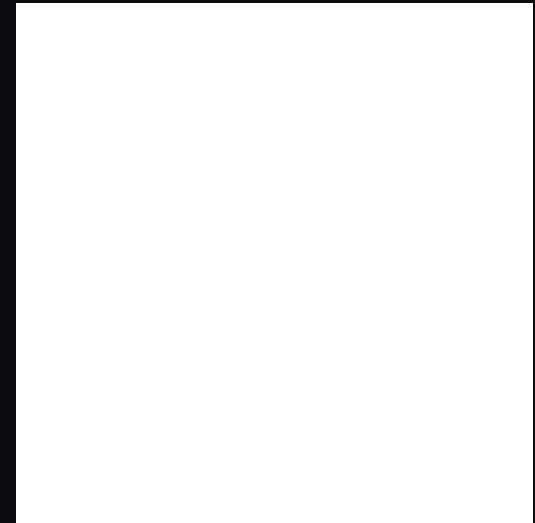
Clear space

Keep a minimum margin of **X** on all sides, where **X** = the cap-height of the “B” in BRITISH. No other logo, text or photography may enter this zone.

Minimum size

Stacked: **150 px / 40 mm** wide. Horizontal: **200 px / 55 mm** wide. Below this the skyline and divider detail is lost.

Black & gold, always

					
KA Black	KA Gold	Gold — Deep	Bronze	Midnight	White
HEX #000000	HEX #E0B868	HEX #4A2C0A	HEX #986440	HEX #04041E	HEX #FFFFFF
RGB 0 · 0 · 0	RGB 224 · 184 · 104	RGB 74 · 44 · 10	RGB 152 · 100 · 64	RGB 4 · 4 · 30	RGB 255 · 255 · 255
PRIMARY FIELD	LOGO & HEADLINES	SHADOW / DEPTH	SWIRL / MOTIF	SECONDARY / DIGITAL	BODY / INFO COPY

The type system

15th

Petit Formal Script

DISPLAY NUMERAL · ANNIVERSARY “15th”

Aa Bb Cc

Poppins

HEADINGS, LABELS & UI · 400 / 500 / 600

Aa Bb Cc

Playfair Display

WORDMARK & HEADLINES · DIDONE

Aa Bb Cc

Cormorant Garamond

EVENT COPY · DATES & DETAILS

The gold swirl motif

A ribbon of gold foil and fine particles sweeping across black. Use it to add depth and occasion to backgrounds — key art, social tiles, title cards and step-and-repeats.

- ✓ Let it frame the composition and enter from a corner or edge.
- ✓ Keep the centre calm so the logo stays clear.
- ✗ Don't let the swirl cross or overpower the mark.



Instagram square

The in-feed save-the-date. Full-bleed motif, the logo centred in the calm zone, and the date locked to the lower third.

DIMENSIONS

1080 × 1080

FORMAT

Feed post



07 · SOCIAL APPLICATIONS

Story / vertical

Full-screen vertical for Stories and Reel covers. The headline sits in the upper safe zone; the logo anchors the base above the fold.

DIMENSIONS

1080 × 1920

FORMAT

Story / Reel



Link preview & banner

Website hero, email header and shared-link cards. The logo sits left, the message right, split by a hairline gold rule.

DIMENSIONS

1200 × 630

FORMAT

Link preview

