

Time to Visit Lincolnshire

TOOLKIT

COLOUR SYSTEM

CMYK 27 19 62 0
RGB 193 187 122
HEX #c1bb7a

CMYK 91 65 43 28
RGB 33 73 96
HEX #214960

CMYK 32 13 0 47
RGB 91 117 134
HEX #5B7586

TYPOGRAPHY

Title Big Caslon CC

Time to
Visit Lincolnshire

Contents Avenir Heavy / Book

Rediscover what matters

From the biggest of skies and widest of beaches, to a city with the finest of cathedrals and charming market towns set in the most unspoilt countryside, it's time to Visit Lincolnshire.

KEY MESSAGES

Generic

Time to
Visit Lincolnshire

Time for
discovery

Coast

Time to
make
memories

Time for
family

Nature

Time to
press pause

CLOCK SETTING



USAGE EXAMPLES

Social Media

DOWNLOAD

Generic



Coast



Nature



Advert Banners

DOWNLOAD

Generic



Coast



Nature

