

# Edit

— SALOCIN —

# Brand Guidelines

June 2022

# Logo

This is our primary identity locked up with The Salocin Group, our parent company.



## Primary logo

To be used on white/light backgrounds



## Reverse logo

To be used on darker backgrounds

[Download logo](#)

# Colour Palette

The Edit colour palette has evolved to include more muted colour pairings, refreshing the visual identity.

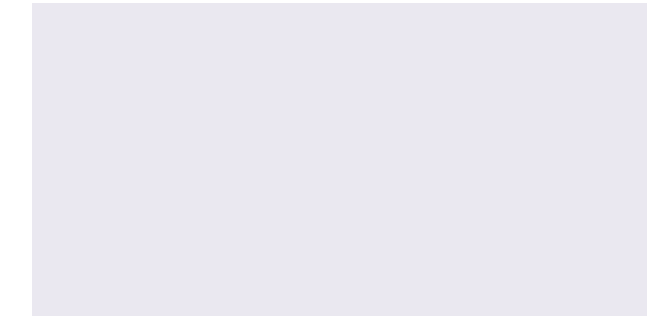
The classic bright pink colour that is most associated with Edit is still in the palette, however it should now only be used as an accent or highlight colour.



Navy  
#0D0F3C  
R13 G15 B60  
C100 M95 Y43 K52  
Pantone 282 C



Dark Grey  
#505D6F  
R80 G93 B111  
C72 M53 Y37 K25  
Pantone 7545 C



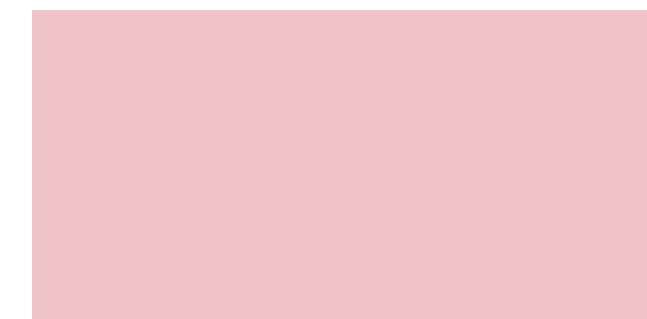
Light Grey  
#EAE8F0  
R234 G232 B240  
C10 M8 Y3 K0  
Pantone 663 C



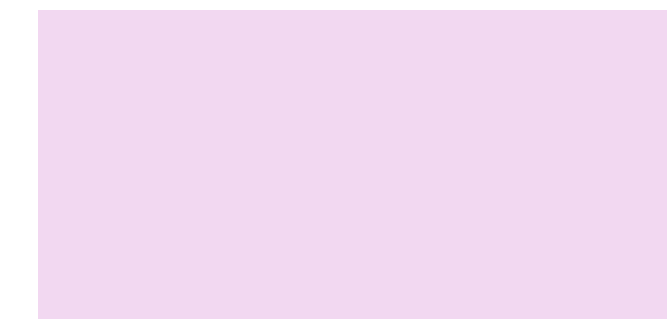
Bright Pink  
#FF105F  
R255 G16 B95  
C0 M94 Y38 K0  
Pantone 1925 C



Rose  
#FF8BA9  
R255 G140 B170  
C0 M63 Y10 K0  
Pantone 190 C



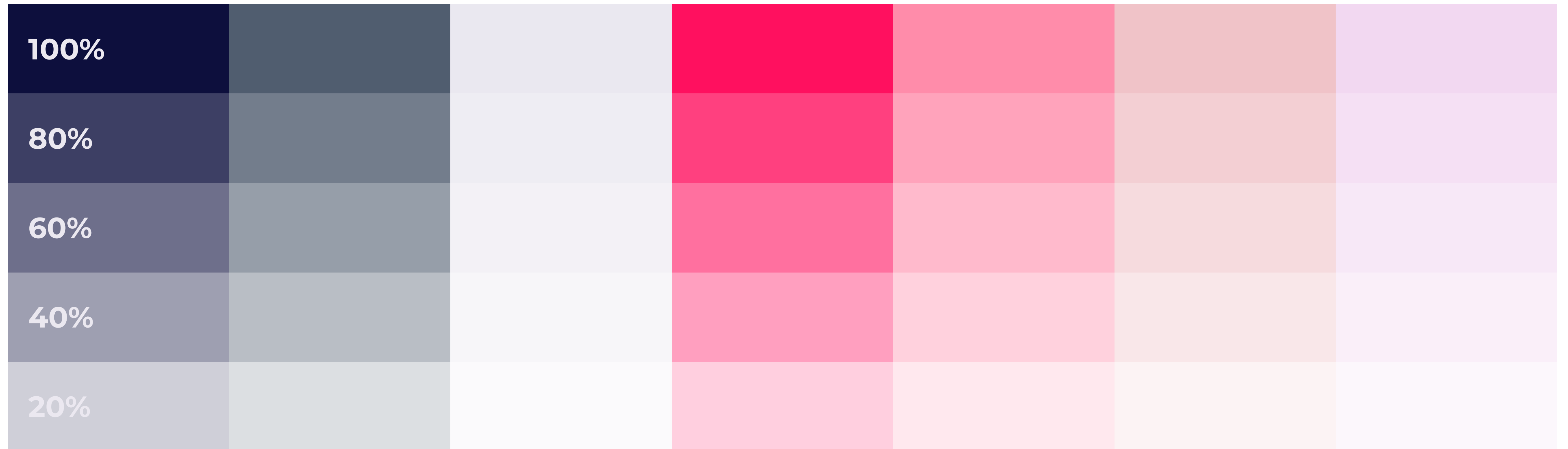
Pastel Pink  
#EFC2C7  
R240 G195 B200  
C0 M34 Y14 K0  
Pantone 699 C



Lavender  
#F1D8F1  
R241 G216 B241  
C6 M20 Y0 K0  
Pantone 7436 C

# Colour Tints

Tints of the colour palette can be used within illustrations and as background colours.



# Accessibility

Please use this chart to determine which colour pairings pass accessibility guidance.

	Navy text	Dark Grey text	Light Grey text	Bright Pink text	Rose text	Pastel Pink text	Lavendar text
Navy background							
Dark Grey background							
Light Grey background							
Bright Pink background							
Rose background							
Pastel Pink background							
Lavendar background							

# Typeface 01

## Headline typeface

Merriweather

Weight: Regular

To be used for headline text.

Must be a larger font size

than the body copy.

Ag

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (&!/,,:;-\_\*")

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# Typeface 02

## Body text typeface

Montserrat

Weight: Regular and **bold**

Regular weight to be used for all body text.

**Bold** weight to be used for sub-headings.

## Sub-headings

Body text

# Ag

# Montserrat

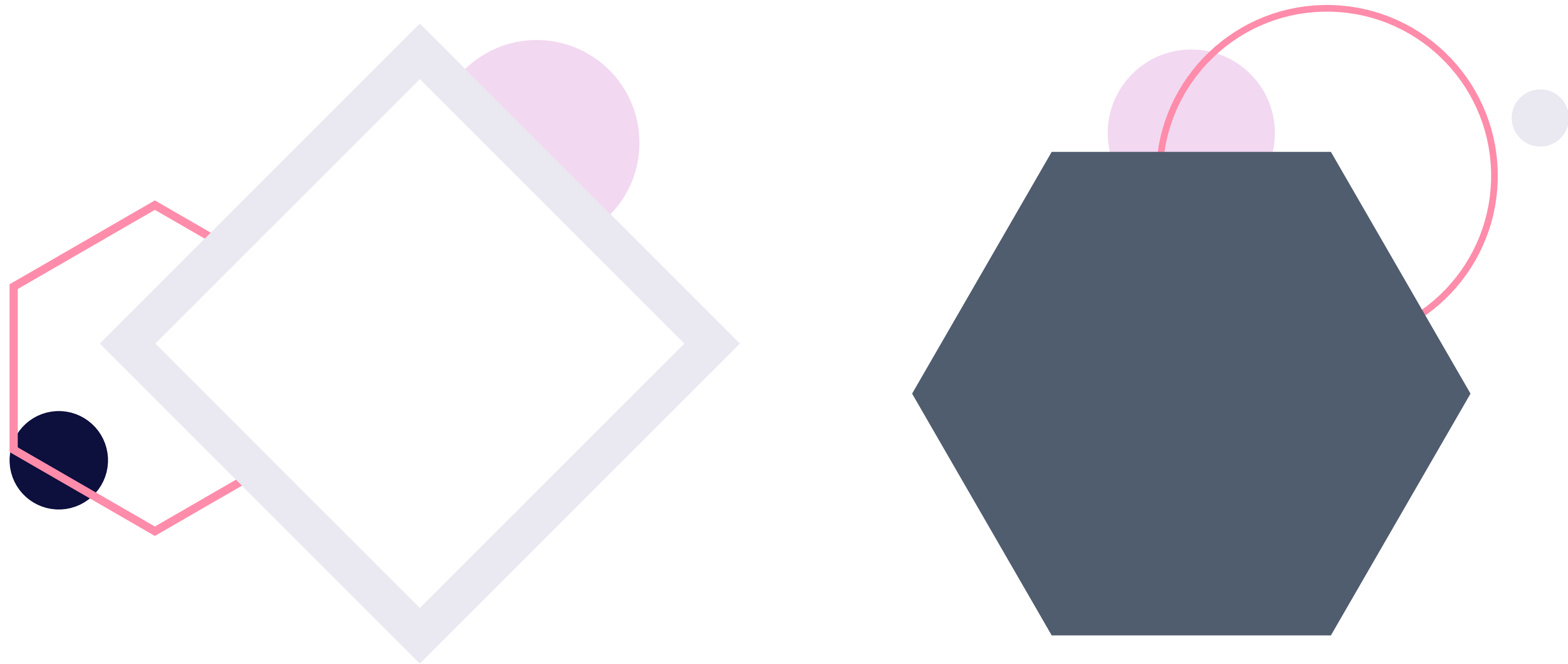
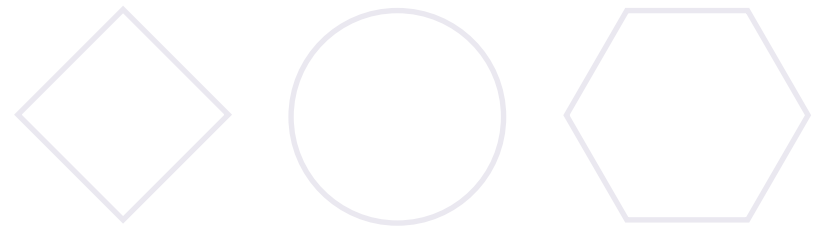
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 (&!/,;:\_\*"')

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# Shapes

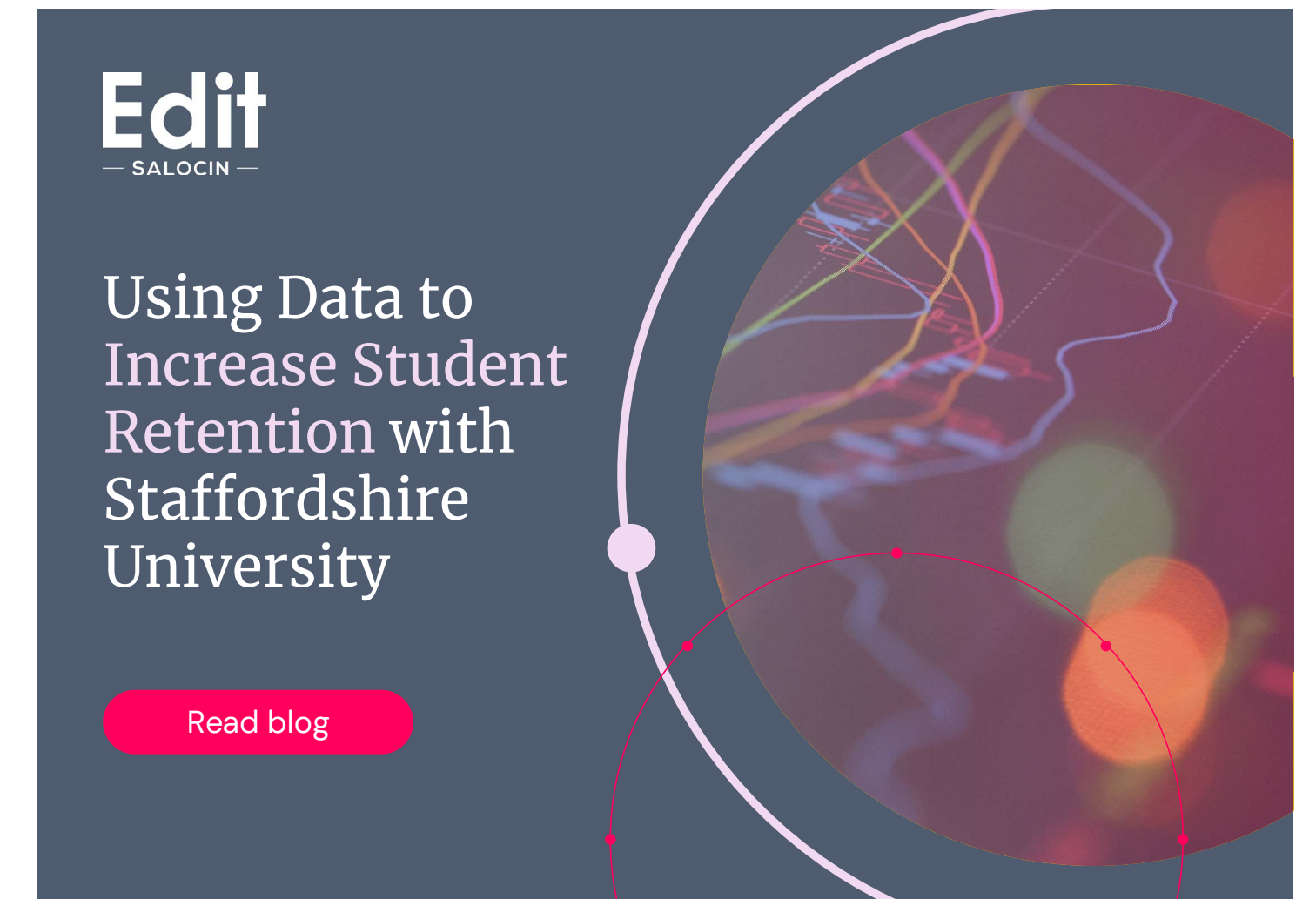
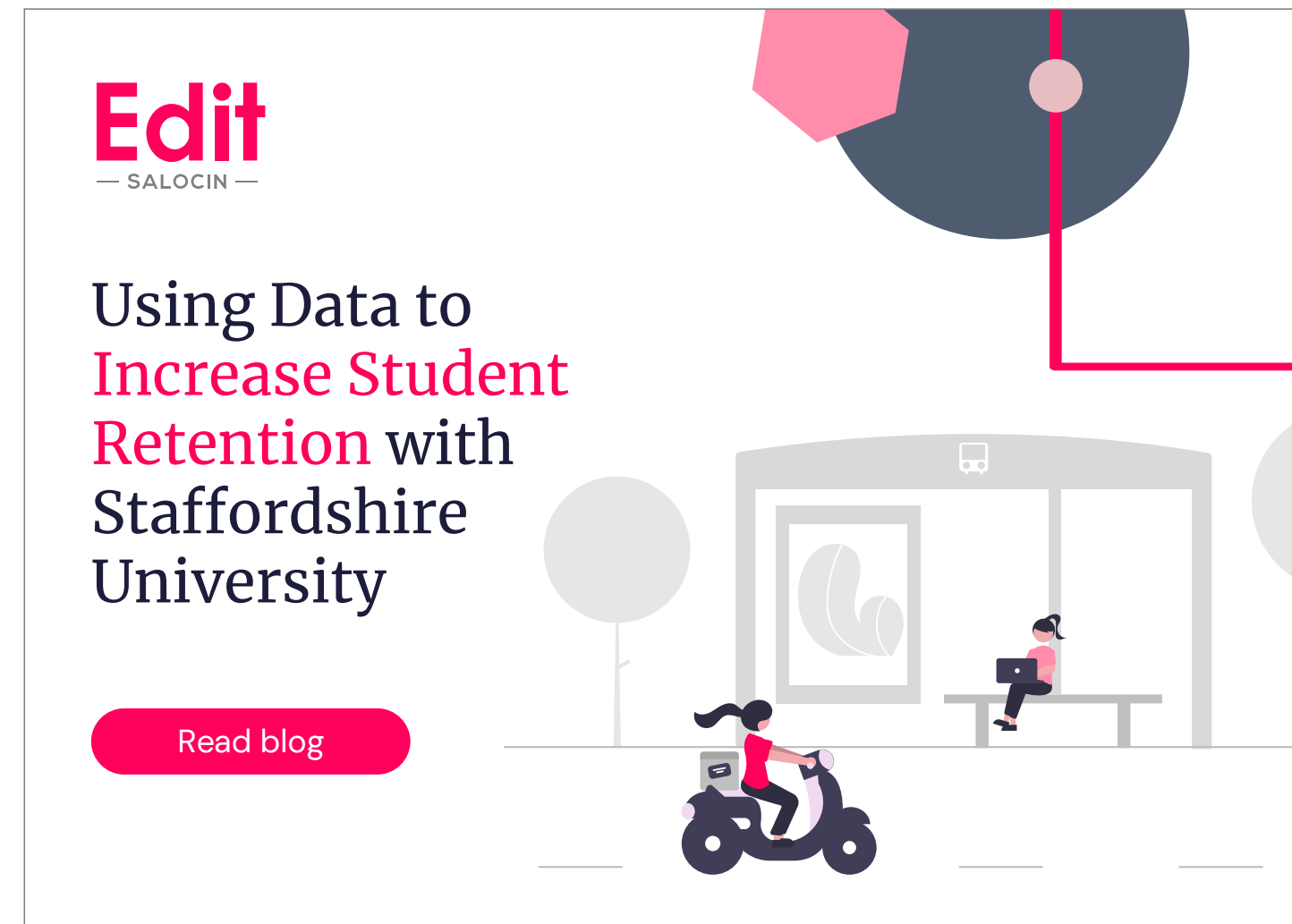


## Shapes

Our prominent shapes are circles, diamonds and hexagons and should be utilised within any creative where appropriate. Shapes can be solid filled, outlined, standalone or grouped.

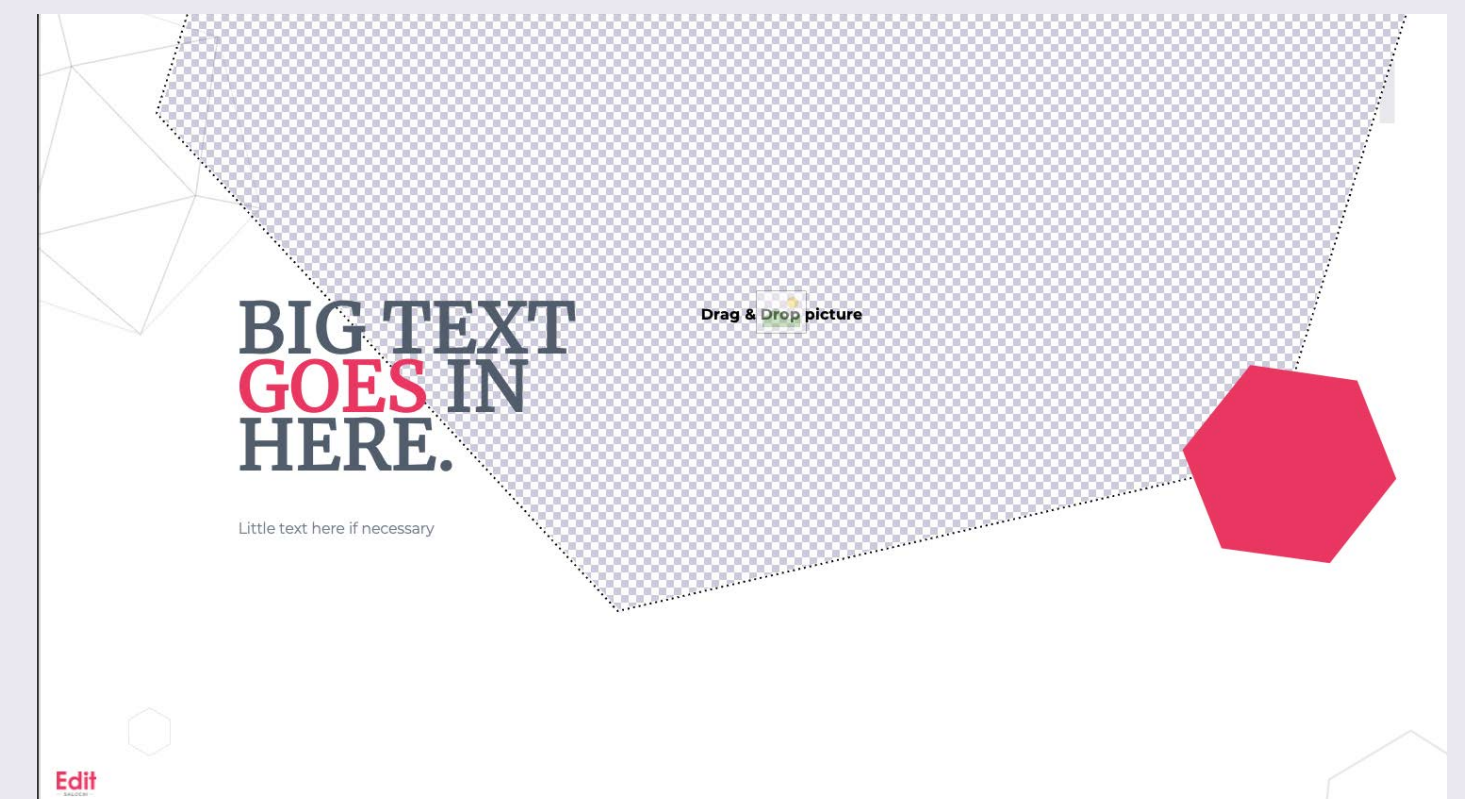
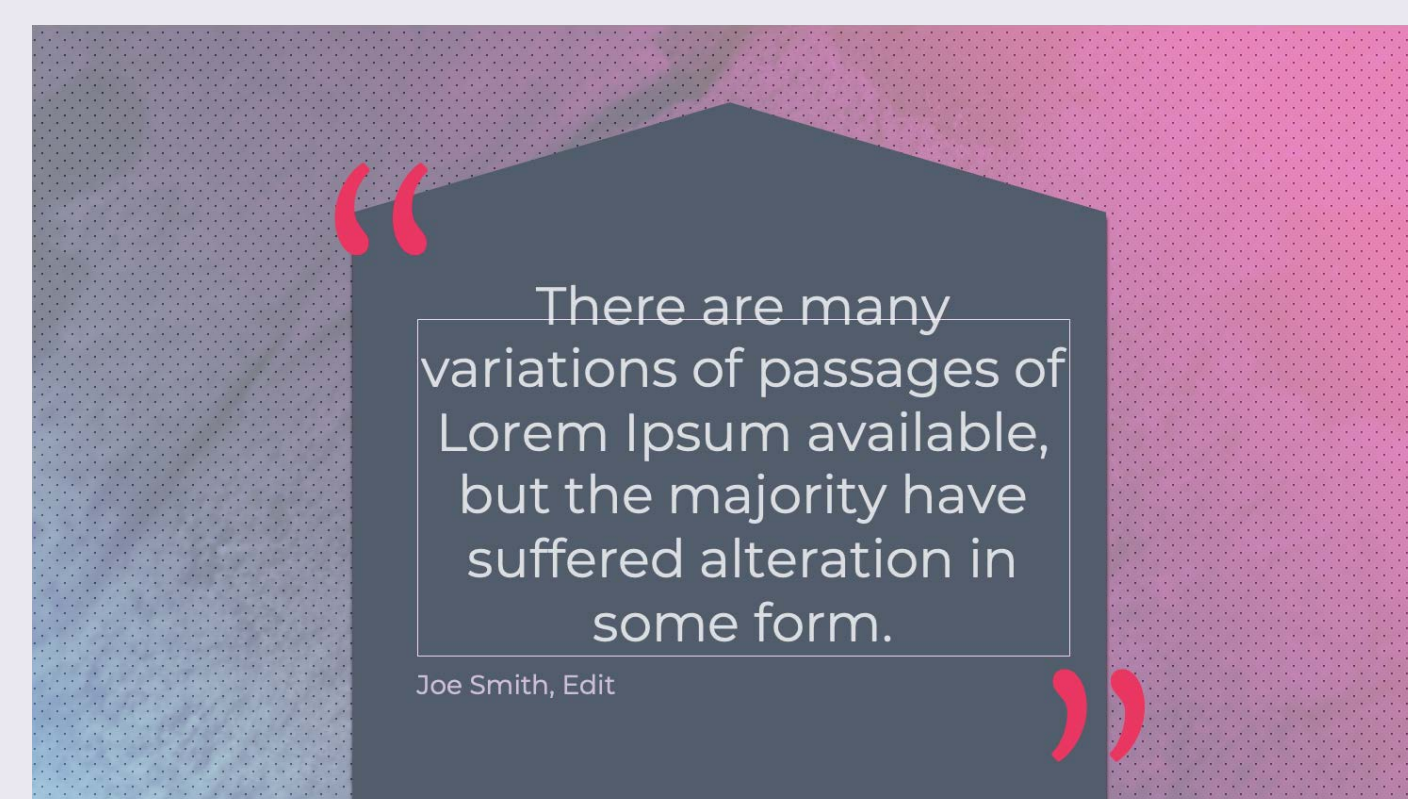
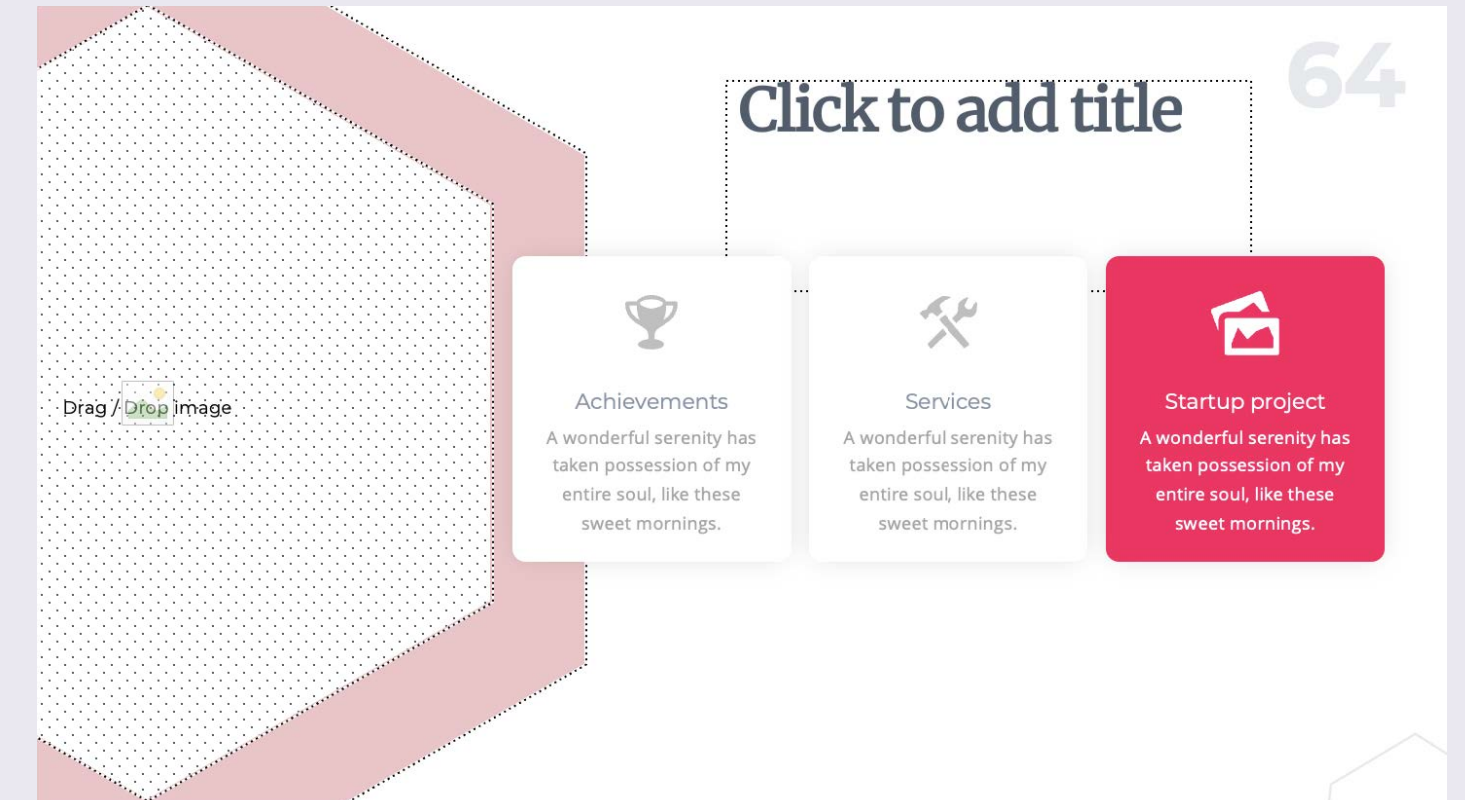
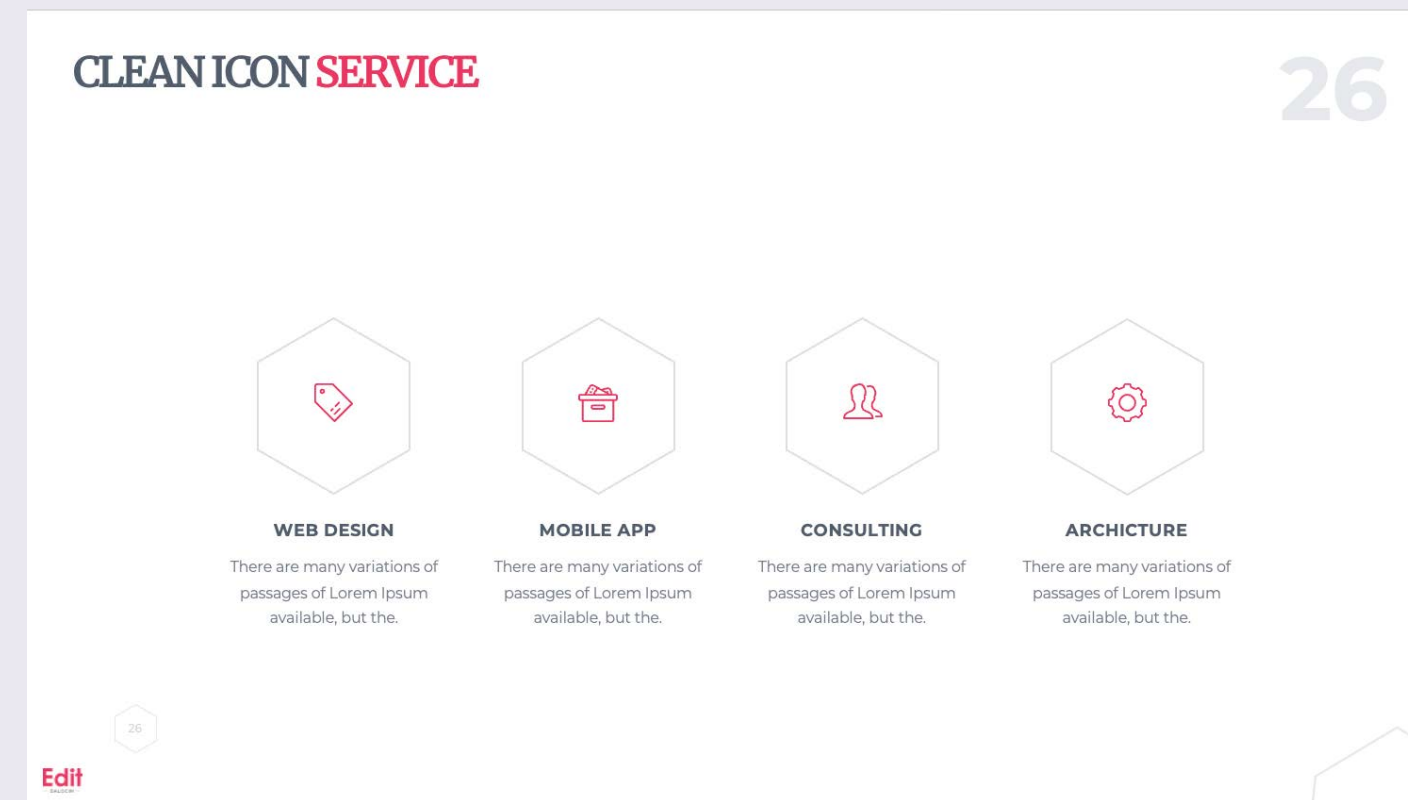
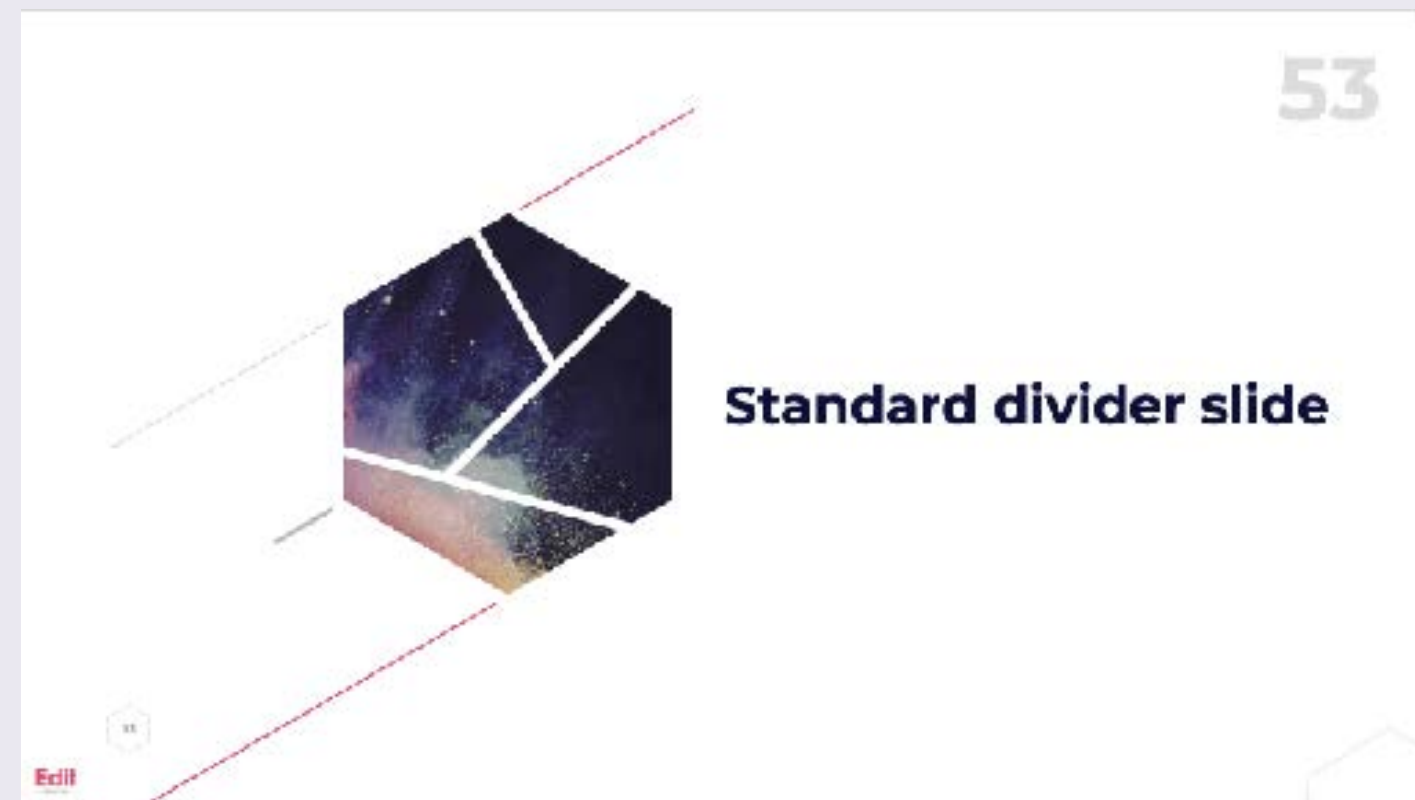


# Social Posts



[Social templates](#)

# Templates



[Go to templates](#)

# Printed Material

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## The Loyalty Paradox: How to Create Connected Experiences That Keep Customers Returning

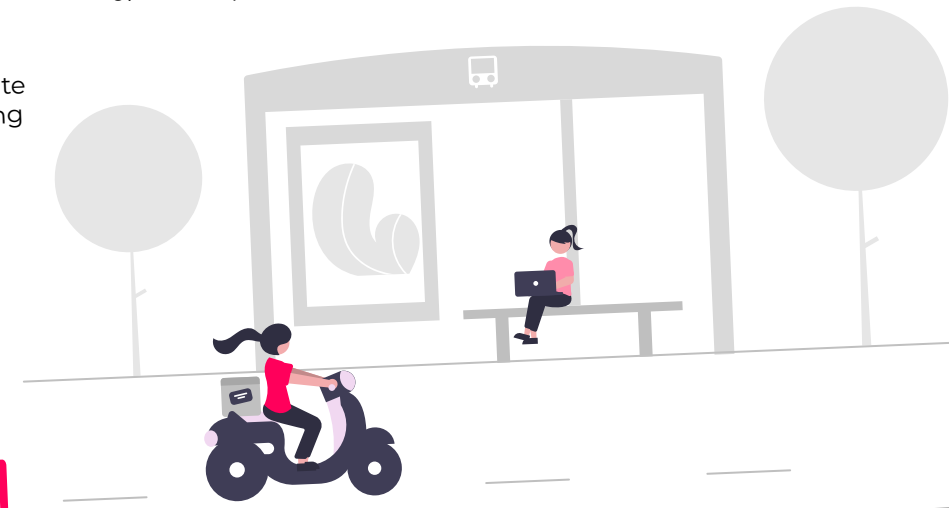
A market research report from Edit & Kin + Carta

## Data Capture

limits effective data  
low frequency, ad-hoc  
ist attractions have high  
do not attend regularly. This  
creating user profiles with  
Without regular, or at least

attendance, there are limited opportunities to provide  
value in exchange for data.

Hospitality venues also struggle to justify the cost of  
implementing on-site technology that can more  
effectively collect customer data. Many POS  
devices are now capable of scanning QR codes or  
membership cards – but the cost of rolling out  
infrastructure of this magnitude across large sites is  
prohibitive; in part because of the thousands of separate  
devices that are already in play at ticket booths, vending  
machines, and restaurants.



## Overview

An intensely competitive space, the venue-based  
hospitality sector is now bouncing back with  
renewed enthusiasm post-COVID, and is seeking  
new ways to drive profitability. Whether it's bars,  
zoos, gyms, or theme parks, repeat custom is  
becoming an increasing focus for the industry.

A major challenge for hospitality venues is  
maintaining capacity during quieter periods in  
order to create incremental revenue opportunities.  
While many venues offer incentives to those who  
visit more frequently – such as discounts on food  
for season ticket holders, or more exclusive access to  
leisure facilities at off-

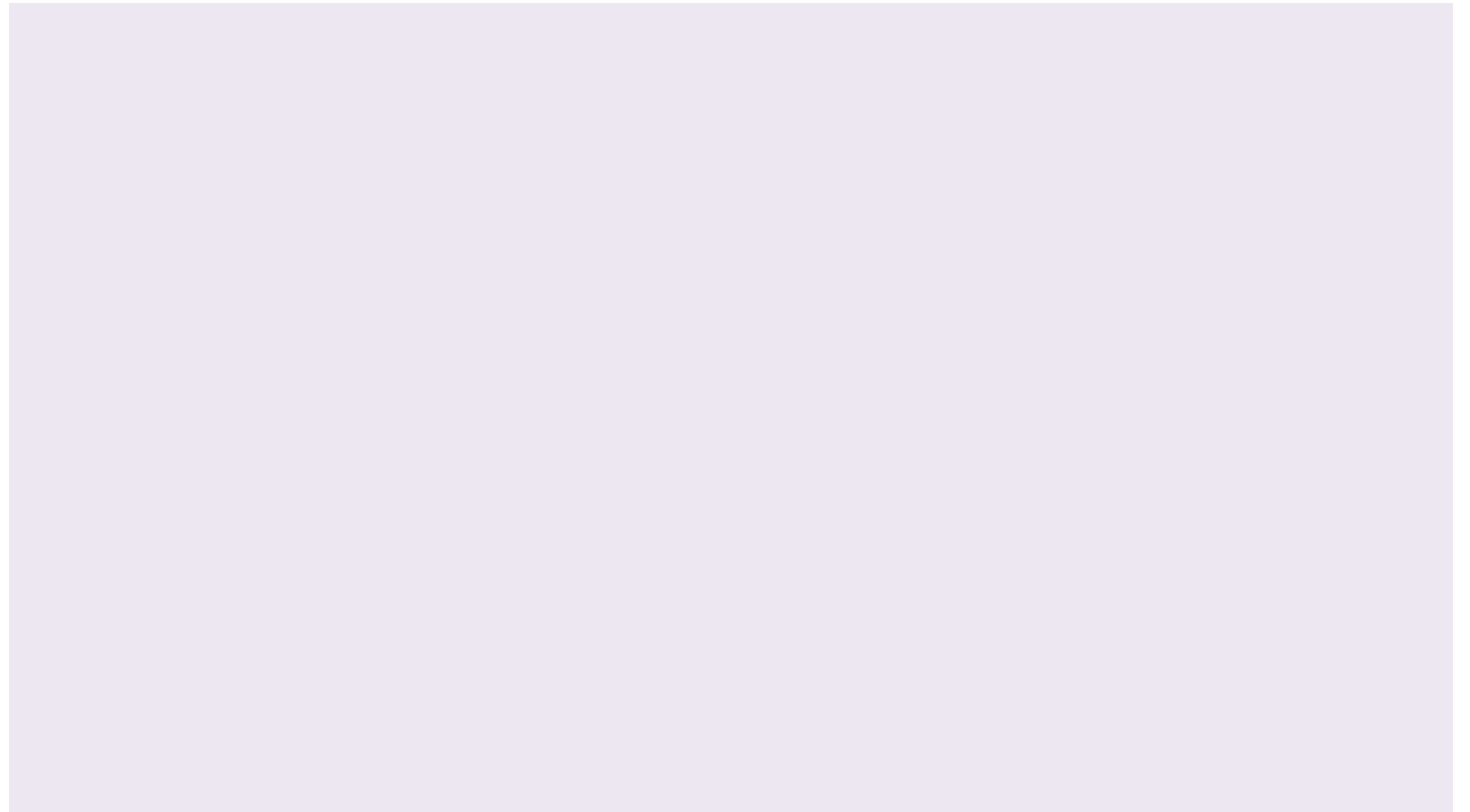
to truly  
remain relevant to  
s, venues need to  
and personalised

allenges and  
stry faces, as well  
ustomer Data  
ustomer  
l marketing  
and UX, to excel



# Animated Logo

The Edit animated logo can be used on social media, and to top and tail any video content.



[Go to video](#)

# Image Library

The marketing team have built a bespoke image library for all Editors to use and access.

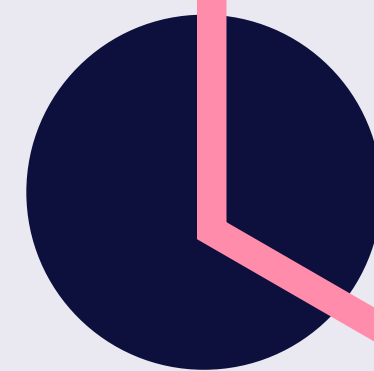
If you have a specific image request, please contact Marketing and we will do our best to source a royalty free image for you with the correct copyright license.



[Go to image library](#)

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[edit.co.uk](https://edit.co.uk)



[marketing@edit.co.uk](mailto:marketing@edit.co.uk)



01225 480 480



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