

Berwick Open Studios

Brand Guidelines

1.0 The logo

The Berwick Open Studios logo mirrors the font and colour palette of the Create Berwick brand.

The primary logo is stacked across 3 lines.

The alternative logo is stacked across two lines when space / design requires.

This logo should be used on branded items (which could be re-used year on year such as flags, t-shirts etc.

**Berwick
Open
Studios**

**Berwick
Open Studios**

1.1 Logo with date

The logo with the date should be used on digital applications (eg social media handles, emails, website) and printed flyers and map to promote this years event.

**Berwick
Open
Studios 2026**

**Berwick
Open Studios 2026**

1.1 Full colour logo

The lead colourway is the blue text on a yellow background and should be used as the lead branding.

The reversed colourway may be used where multiple branding opportunities exist - eg flags/bunting.

Lead colourway



Reverse colourway



Yellow
CMYK 0/40/86/0
RGB 247/167/49
HEX# f7a731



Blue
CMYK 100/76/44/45
RGB 0/47/73
HEX# 002f49

1.2 Mono logo

The Berwick Open Studios logo may also be used in black (for black and white documents) or white out over a solid colour or image.

For more contrast over an image you can use an overlay of solid black with an opacity of between 20-40%.

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1.3 Minimum size

To ensure consistency and legibility on standard print sizes, the following minimum sizes must be applied when designing marketing / promotional materials.

Custom sizes and large format print should be considered on a case-by-case basis.

Berwick Open Studios

A5 - 50mm (w)

A4 - 70mm (w)

A3 and above - 100mm (w)

Berwick Open Studios

A5 - 75mm (w)

A4 - 100mm (w)

A3 and above - 120mm (w)

1.4 Logo usage

Whether it is in print, or online, it is important to use the Berwick Open Studios logo in a consistent way to help build awareness and recognition, but more importantly to be accessible.

Please do not alter the logo or use on coloured backgrounds outside of the primary colour palette.

Please ensure sufficient contrast when being used over an image.

Do not use the logo...



...over a busy image



...with distorted proportions



...in unspecified colours



...on a background with low contrast

2.0 Our fonts

The font family we use across all designed material is called **Neue Einsteller** – we use two weights:

Bold for titles

Regular for subtitles and body copy

For internal documents, presentations, emails etc where a universally compatible font is required, we use Century Gothic.

For legibility a minimum point size of 12pt should be used.

Neue Einstelle Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Neue Einstelle Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Century Gothic Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Century Gothic Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

3.0 Event copy

When talking about Berwick Open Studios it is important to have a consistent narrative and tone of voice.

This is an agreed paragraph of copy to use when talking about the event.

Berwick Open Studios 2026

26 - 27 September and 3 - 4 October

Join us for the first Berwick Open Studios - an exciting new event celebrating the many selling galleries, studios and talented artists and makers in Berwick-upon-Tweed.

Over two weekends venues will open their doors, offering a rare chance to catch a glimpse into the working world of artists and designer-makers.

Expect a huge variety of original work to buy, from paintings, ceramics, sculpture, jewellery, furniture, prints, photography and much more to suit everyone's taste and budget.

3.1 Social media

This is the first year of Berwick Open Studios and we hope it will become an annual event.

Social media pages have been set up on Facebook and Instagram.

Help spread the word and raise awareness of this exciting event in Berwick by tagging the pages into posts and using the hashtags



@BerwickOpenStudios

Using hashtags helps spread the word and connect you to the event. Please tag us into your posts and remember to use these hashtags:

#BerwickOpenStudios

#CreateBerwick

#SeeArtBuyArt

3.2 Acknowledging our funders

Berwick Open Studios is a pilot project in 2026.

It is delivered by Create Berwick with funding from Northumberland County Council and the North East Combined Authority.

Please acknowledge our funders in print and online. Logos are available on request and their social media handles are detailed.

The logo for Create Berwick, featuring the word "Create" in blue and "Berwick" in orange and yellow.The logo for Northumberland County Council, featuring a stylized yellow and red flag icon to the left of the text "Northumberland County Council".The logo for North East Combined Authority, featuring a stylized "NE" in black with a white arrow pointing up and to the right, followed by the text "North East Combined Authority".

Facebook

@CreateBerwick
@NorthumberlandCC
@NorthEastCA

Instagram

@createberwick
@nlandcc
@northeast_ca