

THE KEY RULES

KEEP IT LOUD. KEEP IT RIGHT.

For anyone making anything with the ClimbUK name on it: designers, agencies, partners, printers, press and the team. The brand book has the rest.

01 LOGO

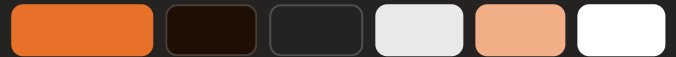
ClimbUK®

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- **Master files only.** Never redraw, recolour, stretch or add effects.
- **Reversed on dark by default.** Full colour on White, grey on Light Grey, mono white on orange.
- **Clear space:** the height of the C in Climb.
Minimum: 120px or 30mm, then the li monogram.

02 COLOUR



- **Dark first:** Dark Brown is the ground. Light grounds are for long reading.
- **Orange leads, never floods:** one orange call to action per view.
- **White on orange** only at 19px bold or 14pt bold and up. Small orange text: Orange Tint on dark, Deep Orange on white.

03 TYPE

ICONIC MOMENTS. REAL ADVICE. NO FLUFF.

- **Montserrat** headings: uppercase, tight, 3 to 8 words. **Open Sans** for reading.
- **One word orange, one word italic** in every display line.
- **Nothing under 13px** on screen or 9pt in print.

04 VOICE

- **Headline energy. Doing, not dreaming. Curated, not crowded. Personal, not generic.**
- **No emojis, exclamation marks or dashes.** Full names only, never "Climb" alone.
- **No unpublished numbers, no guarantees, no hedges.** Scarcity only when true.
- **Real, named people** in quotes. Links say where they go.

05 PHOTOGRAPHY AND GRAPHICS



- **Real people, real light,** warm and full colour, with consent. Never stock.
- **Words sit on a Dark Brown fade,** never on a busy part of a photo.
- **One motif family** and two or three festival devices per piece.

06 EVERYONE IN THE ROOM

- **WCAG 2.2 AA everywhere,** AAA where it is easy.
- **44px targets,** a visible focus ring, colour never the only signal.
- **Plain words,** alt text that says what is happening, captions on video.
- **4K by default,** never upscaled. Print PDF/X-4 with 3mm bleed.

GET THE NAME RIGHT

ClimbUK the brand and the festival. One word, capital C, capital UK.

Never "Climb" on its own, "Climb UK" with a space, or "CLIMBUK" in running text.

Editions Climb27 is this year, Climb26 was last year. ClimbUK endorses the edition.