

**HANGLOOSE**  
**ADVENTURE**  
EDEN PROJECT

**OUR BRAND**

1. INTRO
2. LOGOS
3. ACTIVITIES
4. COLOURS
5. TYPE FACES

**Consistency in the presentation of the Hangloose Adventure brand is vital.**

Our brand and visual identity reflect Hangloose Adventure and what we stand for – our vision, mission and values.

We want the brand to be visually appealing so that people are encouraged to partake in our activities and engage with our brand. This is why we have a fresh, bright look. We want all our materials to maintain its positive impression and be engaging and easy to use.

These guidelines will help you to apply our branding correctly to the material you're producing.

**KEY INFORMATION:**

- Hangloose Adventure Eden is based at the Bluewater Shopping Centre in Kent.

*Full address: Eden Project, Bodelva, Par PL24 2SG*

- Full disabled access on our Skywire.
- Home to England's fastest Zipline.

# 1. INTRO

WHITE OPTIONS:



We have one main brand, expressed in a bold piece, with multiple side logos representing the activities we have to offer. These logos are a bold statement and a fresh approach to our identity.

This is the BLUEWATER Hangloose Logo,



## 2. LOGO'S

**Please DO NOT:**

- Change orientation of logo
- Recreate the lettering of logo
- Distort the shape of the logo
- Change the logo colours
- Add any effects to the logo (beveling, embossing, etc.)
- Change the placement of the text
- Re-size elements independently



Clear space is measured using the height of the 'Hangloose' box from the logo.

# 3. ACTIVITIES

## SKYWIRE

### Zip Wire

Skywire is the fastest zipwire in England, reaching up to 50pmh. Customers will take flight in our signature superman position over the Eden Project domes.

**Restrictions:**

Minimum Age - 8  
Minimum weight - 35KG  
Maximum weight - 120 KG

## SKYTREK

### Aerial Trekking

Our treetop challenge provides plenty of obstacles, from treetop nets, and high wires , with over 15 different obstacles. Great for family adventures,

**Restrictions:**

Minimum Age - 8  
Minimum weight - 30KG  
Maximum weight - 120 KG

## GRAVITY

### Giant Swing

Our Giant Swing awaits anyone daring enough to drop 15 metres over the Cornish cliffs. 3 seater adrenaline activity that reaches speeds of 50mph.

**Restrictions:**

Minimum Age - 4  
Minimum weight - 25KG  
Maximum weight - 120 KG

## BIG AIR

### Giant Air Bag

Customers can pick from a selection of jump platforms: a nerve-wracking 1.5m, an adrenaline-pumping 5m or the ultimate test of courage - 8m!

**Restrictions:**

Minimum Age - 8  
Minimum weight - 25KG  
Maximum weight - 120 KG

*\*Must be 18 to jump from the top platform*

## CLIMB

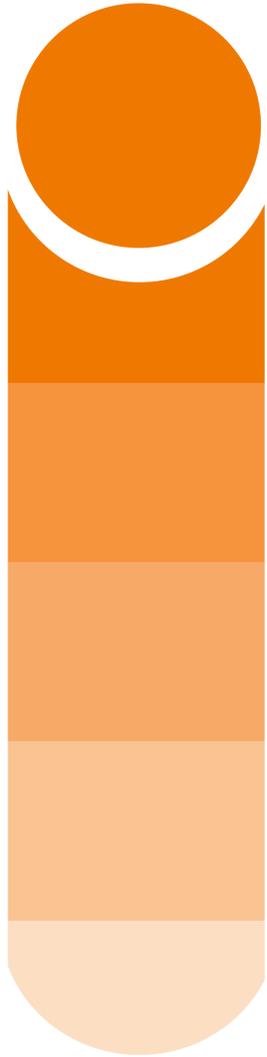
### Climbing Experience

12 new and exciting climbing experiences. Children will be able to clip in and climb , working on agility and coordination as they ascend to new heights.

**Restrictions:**

Minimum Age - 4  
Maximum Age - 14  
Minimum weight - 35KG  
Maximum weight - 120 KG

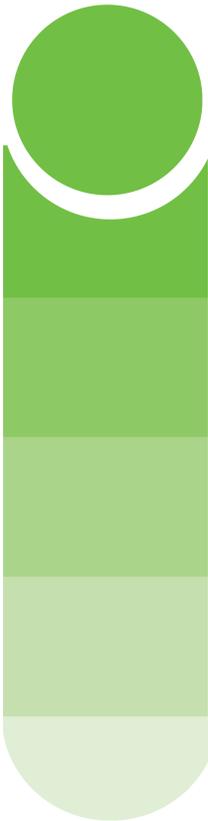
Logo primary colour



**Orange**

Hex: #f07800  
CMYK: 0,62,99,0  
RGB: 240,120,0

Activity primary colours



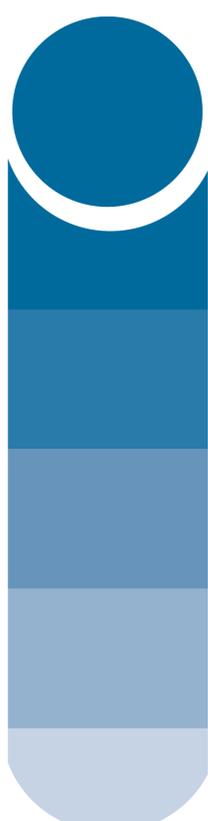
**Green**

Hex: #76bc21  
CMYK: 60,0,100,0  
RGB: 118,188,34



**Light Blue**

Hex: #3399cc  
CMYK: 74,25,7,0  
RGB: 51,153,204



**Dark Blue**

Hex: #00609c  
CMYK: 100,51,17,6  
RGB: 0,67,157



**Yellow**

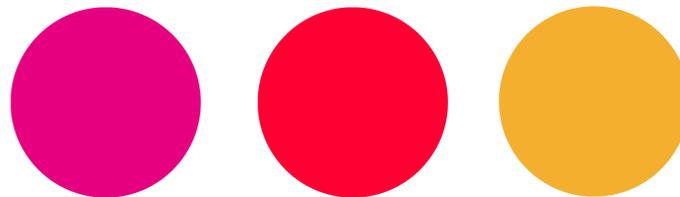
Hex: #fce200  
CMYK: 6,4,100,0  
RGB: 251,226,0



**Deep Purple**

Hex: #891A69  
CMYK: 0,81,23,46  
RGB: 137,26,105

**Other colours:**



*These should be used sparingly, complimenting any primary colours.*

# 4. COLOURS

## 2. FONT'S

LOGOS/HEADINGS:

OSP-DIN

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!/?/\()[]

*This should only be used in uppercase.*

COPY:

Lato

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,!/?/\()[]

Headings - **Lato Black**

Body - Lato Regular

**HANGLOOSE**  
**ADVENTURE**  
EDEN PROJECT

Contact us on...

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Email: [info@hanglooseadventure.com](mailto:info@hanglooseadventure.com)

Our office hours are: Monday to Friday 09:00-17:00

At busy times we may not always be able to answer the phone.

Please leave us a message or email us.