

National
POETRY
Day 7 October
2021



2021 DESIGN GUIDELINES

National Poetry Day is an annual UK-wide celebration encouraging people everywhere to enjoy, discover and share poetry. It takes place on the **first Thursday of October**.

This year, the date is 7 October and the theme is **Choice**.

These guidelines outline how to use our brand assets effectively when promoting National Poetry Day.

National Poetry Day is organised by Forward Arts Foundation
www.nationalpoetryday.co.uk Registered Charity No.1037939



COLOURS

The **National Poetry Day** colour palette for 2021 consists of five key colours.

These colours can be used for backgrounds or text, and can also be used with white, for example:

Colour background with white font
White background with colour font

NAVY

C98 M78 Y27 K13
R30 G64 B115
#1E4073

LILAC

C55 M35 Y12 K1
R128 G152 B190
#8098BE

BLUE

C60 M22 Y16 K1
R108 G166 B196
#6CA6C4

ORANGE

C0 M64 Y98 K0
R238 G116 B13
#EE740D

RED

C19 M75 Y90 K8
R192 G84 B40
#C05428

FONTS

The **National Poetry Day** core font is Avenir Roman. This is to be used for all body text, and can also be used for sub-headings. For bold font, use Avenir Heavy and for italicised font, use Avenir Oblique.

There are also two additional fonts selected by this year's illustrator **Alezeia FV**. These fonts can be used for headings and or as design elements.

All fonts can be supplied upon request.

Avenir Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ £ & * , . ' " : ; () - / ?

Avenir Heavy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ £ & * , . ' " : ; () - / ?

Avenir Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ £ & * , . ' " : ; () - / ?

RainWood

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ & * , . ' " () - / ?

Dexotick

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ £ & * , . ' " : ; () - / ?



LOGOS

The **National Poetry Day** core logo should be used on all posters, communications and marketing materials. There are both landscape and portrait versions for use.

There are also new logos for 2021.

Logos should ideally sit **top left or right**. In some cases, it may be used bottom left or right.

The standard core logo size is **50mm** if using landscape or **40mm** if using portrait. Use the logo mark alone if the size falls **below 25mm**.

Logos **should not** be distorted, stretched or rotated.

All logos should be used in the colours supplied and **should not** be altered in any way. All logos can also be provided in white upon request.

Core logo - Portrait



Core logo - Landscape



NPD 2021 logo



ILLUSTRATIONS

This year's **National Poetry Day** illustrations were created by **Alezeia FV**. A selection of these will be made available as design elements for resources and materials - some of which are shown here.

When using any of Alezeia's illustrations, **please always include the copyright line:**

Illustrations © Alezeia FV

The copyright line should be **no less than one tenth of the width of your design** so that it is legible.



PRINT EXAMPLES

Each year we produce a set of printed materials for use to create **National Poetry Day** displays.

These includes posters and banners to create NPD displays and badges and bookmarks to distribute at events.

All print ready files are available on request, including Welsh translations for selected assets.

Bookmarks



A3 Banners



A3 Poster



Roller Banner



Badges



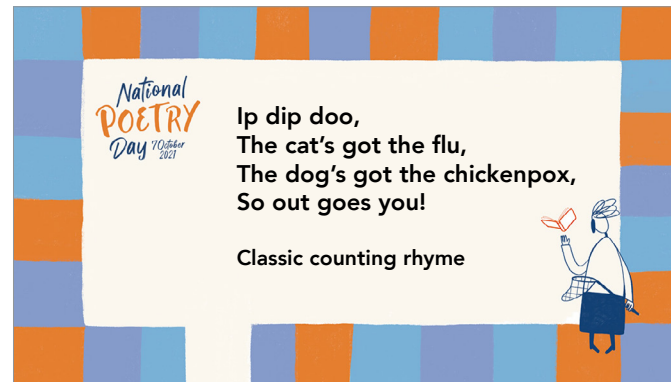
DIGITAL EXAMPLES

This year we have a variety of social media assets for use, including banners and template cards to help users promote **National Poetry Day**.

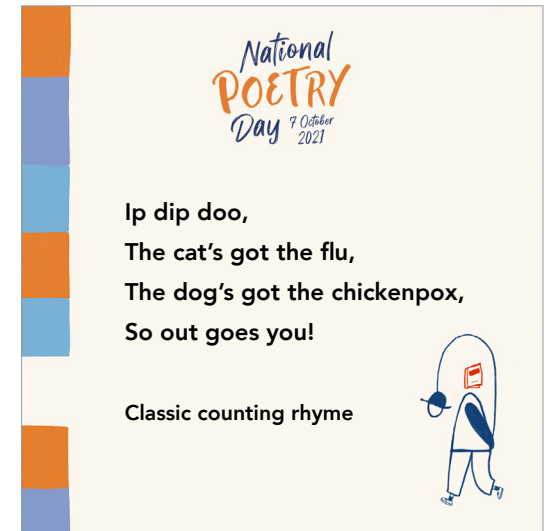
We have specially made templates for sharing poems and poetry quotes online on Twitter and Instagram. Here are some layout examples to get you started.

Multiple colourways and style variations for these files will be available in the asset pack.

Twitter template



Instagram template



Social media banner



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CONTACT DETAILS

If you have any questions, please contact:

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National Poetry Day is organised by Forward Arts Foundation
www.nationalpoetryday.co.uk Registered Charity No.1037939