

BETFRED
**ST LEGER
FESTIVAL**
250
— 1776 - 2026 —
SEPT 10 - 13

A REYT GOOD DAY OUT. SINCE 1776.

BRAND GUIDELINES





A REYT GOOD DAY OUT.
SINCE 1776.

250 
1776 - 2026

BETFRED
**ST LEGER
FESTIVAL**
SEPTEMBER 10-13


doncaster
racing & events

LOGO USAGE

STACKED VERSION - WITH DATES (PREFERRED)



STACKED VERSION



LINEAR VERSION - WITH DATES (PREFERRED)



LINEAR VERSION



SAFE ZONES

ALLOW FOR THE HEIGHT OF THE "S" OF THE "ST LEGER" TEXT
IN ALL VERSIONS OF THE LOGO.

A REYT GOOD DAY OUT. SINCE 1776.

TYPOGRAPHY

MAIN STRAPLINE

DOWNLOAD FROM
ADOBE FONTS*

Garamond Premier Pro Bold Caption
Garamond Premier Pro Caption

Layout for Landscape

A REYT GOOD DAY OUT.
SINCE 1776.

Layout for Portrait

A REYT GOOD
DAY OUT.
SINCE 1776.

Note: The strapline should always be displayed in all-caps.

SECONDARY TYPEFACE

(As used in the St Leger Logo)

DOWNLOAD FROM
ADOBE FONTS*

Adrianna Light
Adrianna Regular
Adrianna Demibold
Adrianna Bold
Adrianna Extrabold

Use this typeface for document body copy etc.

USING THE FRAME CREATIVE



Note: This is the preferred layout for portrait assets, but the image may be adjusted within the frame to allow for visual variation.



Note: To create sufficient visibility and contrast for the logos and strapline, use of black gradient feathers is required.
Blending mode: Multiply
Opacity:70%



The frame may be used with standard images.

Note: When using images featuring children (u18), the "Betfred" sub-logo **MUST** be cropped out from the main St Leger Festival logo (this applies to all versions)

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MEDIA PACK



Leger26_Logo_Linear_Date
Adobe Illustrator & PNG File



Leger26_Logo_Stacked_Date
Adobe Illustrator & PNG File



Leger26_Logo_Linear
Adobe Illustrator & PNG File



Leger26_Logo_Stacked
Adobe Illustrator & PNG File



Leger Frame 2-3 Ratio
PNG File



Leger Frame Square
PNG File



Leger Frame Rectangular
PNG File



Doncaster_Racecourse_WO
Adobe Illustrator & PNG File



Leger_Gold_BG
JPEG File



Leger Main Image
JPEG File

DOWNLOAD
MEDIA PACK

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