

Bruce Coughlan Branding Specs

Wordmark fonts:

Bruce Coughlan

- customized font
- CINZEL can be used
- always Small Caps

it's all about the song

- Font: Gabriola
- always Lower Case

Wordmark general appearance

- No stroke
- White on Dark Backgrounds with drop shadow (if required)
Black or Dark Colour (depending on concert brand) on Light Backgrounds with outer white glow (if required.)

BRUCE COUGHLAN
it's all about the song

BRUCE COUGHLAN
it's all about the song

Stacked version

To be used only when promotion is vertical and space does not permit **Horizontal version**

BRUCE
COUGHLAN
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