



Brand guidelines

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TONE OF VOICE

We always want to be friendly
and open with our language.

Engaging, friendly
& straight forward.

BRAND POSITIONING

The brand icon is a friendly bespoke reference to a map marker, with a subtle clockface embedded in it referencing the events nature.



The short simple name in a clean and friendly highly legible typeface.

PlaceCal

Exactly what PlaceCal is in a nutshell.

THE COMMUNITY CALENDAR

KEY MESSAGING

While the strapline is the simple description of PlaceCal, we also use the following line which captures a little more detail about our audience and aims.

Events & activities
for all ages in your area.

MAIN IDENTITY

The main identity includes the map/clock marker, the logotype and the strapline.

We have three main colour accents as demonstrated overleaf.



PlaceCal

THE COMMUNITY CALENDAR

MAIN IDENTITY

These are the main approved colours variations for the brand identity.

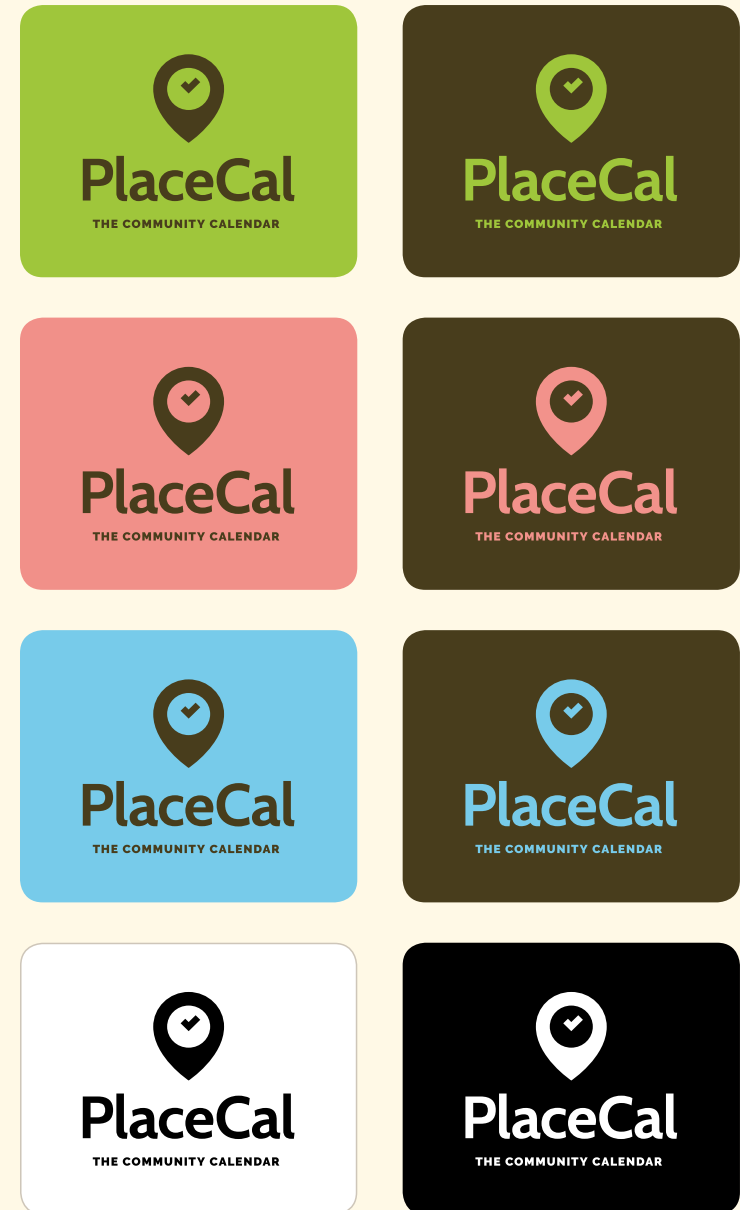
Colour breakdowns for print and screen are available over pages 11–13.



MAIN IDENTITY

Single colour variations of the main logo. High contrast is always desirable to ensure high legibility.

The logo may exist in a single colour of another colour beyond this palette if PlaceCal is a supporting rather than primary brand.



ALTERNATIVE IDENTITY

For use online or in situations where space is limited a variation of the logo without the strapline can be used.

When possible however, make sure the strapline features either as part of the text of the piece or as a subtitle elsewhere.



OR



IDENTITY DO'S AND DON'TS

All the logo files you should need are available in all standard major formats, whenever possible use one of these files to avoid inconsistency creeping in.

DO make sure the logo has comfortable clearance.



DO make sure the logo is easily read on any given background.



DON'T recreate the logo or change its typeface.



DON'T squash or distort the logo.



DON'T apply any effects to the logo.



COLOUR PALETTE

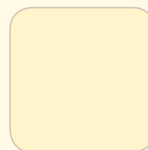
The vintage inspired colours have been selected to give us a wide range of applications across print and digital media.

PRINT COLOURS



Primary colour palette for print colours.

Web colours can be found overleaf, which have been adapted to meet accessibility standards.



CREAM

Pantone 7499 C
CMYK 0 4 27 0
Tints 75% 50% 25%



When used as backgrounds it is often dropped to a 50% tint.



SOFT GREEN

Pantone 375 C
CMYK 46 0 90 0
Tints 75% 50% 25%



One of the primary accent colours for the brand.



WARM GREY

Pantone 449 C
CMYK 31 38 75 76
Tints 75% 50% 25%



Mostly used for text.



SOFT BLUE

Pantone 305 C
CMYK 54 0 6 0
Tints 75% 50% 25%



One of the primary accent colours for the brand.

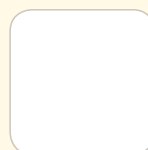


SOFT RED

Pantone 177 C
CMYK 0 54 38 0
Tints 75% 50% 25%



One of the primary accent colours for the brand.



WHITE

CMYK 0 0 0 0

Used only when cream or tints of cream are not an option.



BLACK

CMYK 0 0 0 100

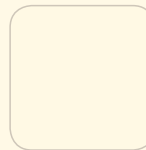
Used only when the output has to be single colour black.

WEB COLOURS

Our selection of web friendly colours, tested to AAA levels when used correctly.

Most have been reduced in intensity slightly to allow better contrast with text and backgrounds.

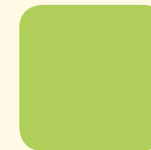
Examples can be found overleaf.



SOFT CREAM

RGB 255 249 228
HEX #FFF9E4

Primarily used for backgrounds, this is based on the 50% tint of the print colour.



SOFT GREEN

RGB 175 207 90
HEX #AFCF5A

Accent colour.



WARM GREY

RGB 91 78 71
HEX #5B4E46

For most text and links.



SOFT BLUE

RGB 116 212 236
HEX #74D4EC

Accent colour.



SOFT RED

RGB 241 144 137
HEX #F19089

Accent colour.

WEB COMBINATIONS

The approved combinations of colours which meet accessibility requirements, which we have used across the website.

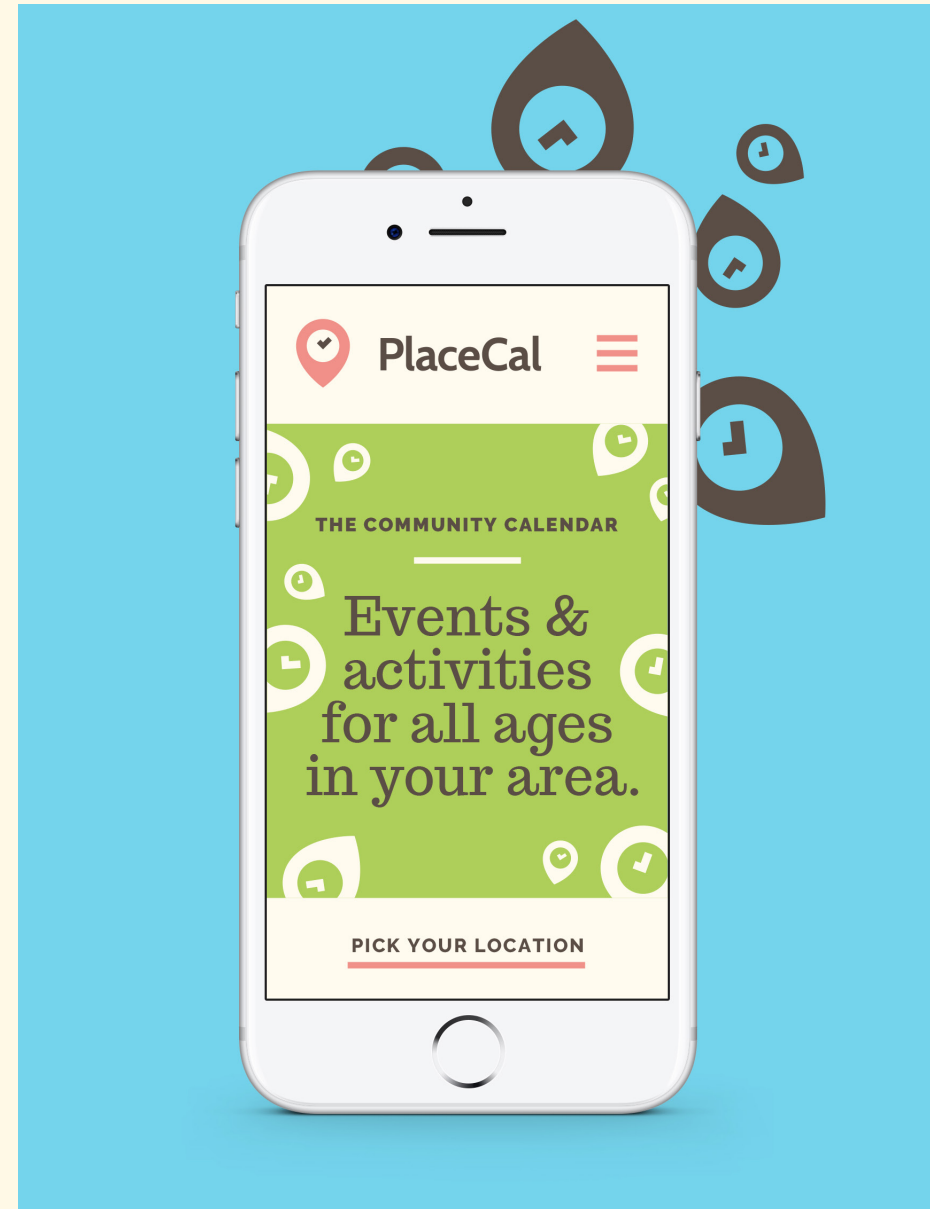
AAA

AAA

AAA

AAA

Note: The soft red whilst widely used as an accent colour does not meet accessibility standards without large increases of contrast.



TYPOGRAPHY

PlaceCal uses open source typefaces to ensure ease of access and ease of use for all.

TYPOGRAPHY

The decorative or display typeface is a distinctive serif typeface called Trocchi.

Trocchi is available from Google Fonts for free usage online and off.
You can download a copy from fonts.google.com/specimen/Trocchi.

Trocchi is only available in a single weight and should only be used sparingly,
for titles/headlines – elsewhere Raleway is used (see next page.)

Headlines / display use

Trocchi Regular.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sample:

Habemus ancillae molestie
no usu. Et sed sanctus
graecis, cu cum luptatum

TYPOGRAPHY

The secondary or body copy brand typeface is a clean highly legible modern sans serif called Raleway.

Raleway is available from Google Fonts for free usage online and off.
You can download a copy from fonts.google.com/specimen/Raleway.

General usage

Raleway Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Titles and details requiring emphasis

Raleway SemiBold, ExtraBold
and Black

TITLE INFO

When creating an all caps title the tracking is set to 110 where possible.


abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890


abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

GRAPHIC DEVICES

We use the map/clock marker to inject a splash of colour and energy.



We use it as backgrounds
and flavour for presentations
and banners.

The background is a solid dark brown color. It is decorated with a repeating pattern of stylized eyes. Each eye is composed of a light brown outer shape and a darker brown inner circle. Inside the inner circle is a small, light brown L-shaped pupil. The eyes are scattered across the page in various sizes and orientations.

We use it as backgrounds
and flavour for presentations
and banners.

ICONOGRAPHY

We have created a set of icons which tie in with the map/clock icon and which are used across the site and printed listings.

ICONOGRAPHY

The set of icons are used across the digital application of PlaceCal and on printed materials.



Time



Duration



Date



Location



Repeat

ILLUSTRATION STYLE

We have a clean graphic look for our illustration, keeping the approach friendly and engaging.

ILLUSTRATION STYLE

These illustrations were created as part of a presentation to explore and explain PlaceCal's role and how it functions. Primarily highlighting community, connections and people.

The colour palette is limited to the main brand colours and tints of them, with exceptions made for skin tone.



APPLICATIONS

A quick look at how the brand can come to life in application.

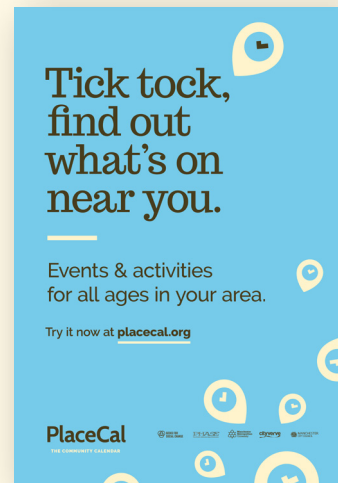
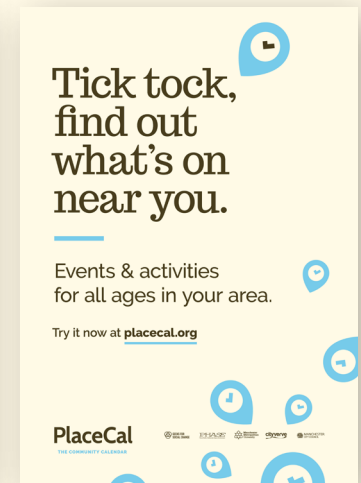
WEB VISUALS

These visuals give a flavour of how the PlaceCal website looks and works across various devices.



POSTER VISUALS

These poster variations show a few ways of how the colours can be used.



PRINT VISUALS

Further mockups to suggest how the brand can be applied to other items of print.





If you have any issues please get in touch!

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